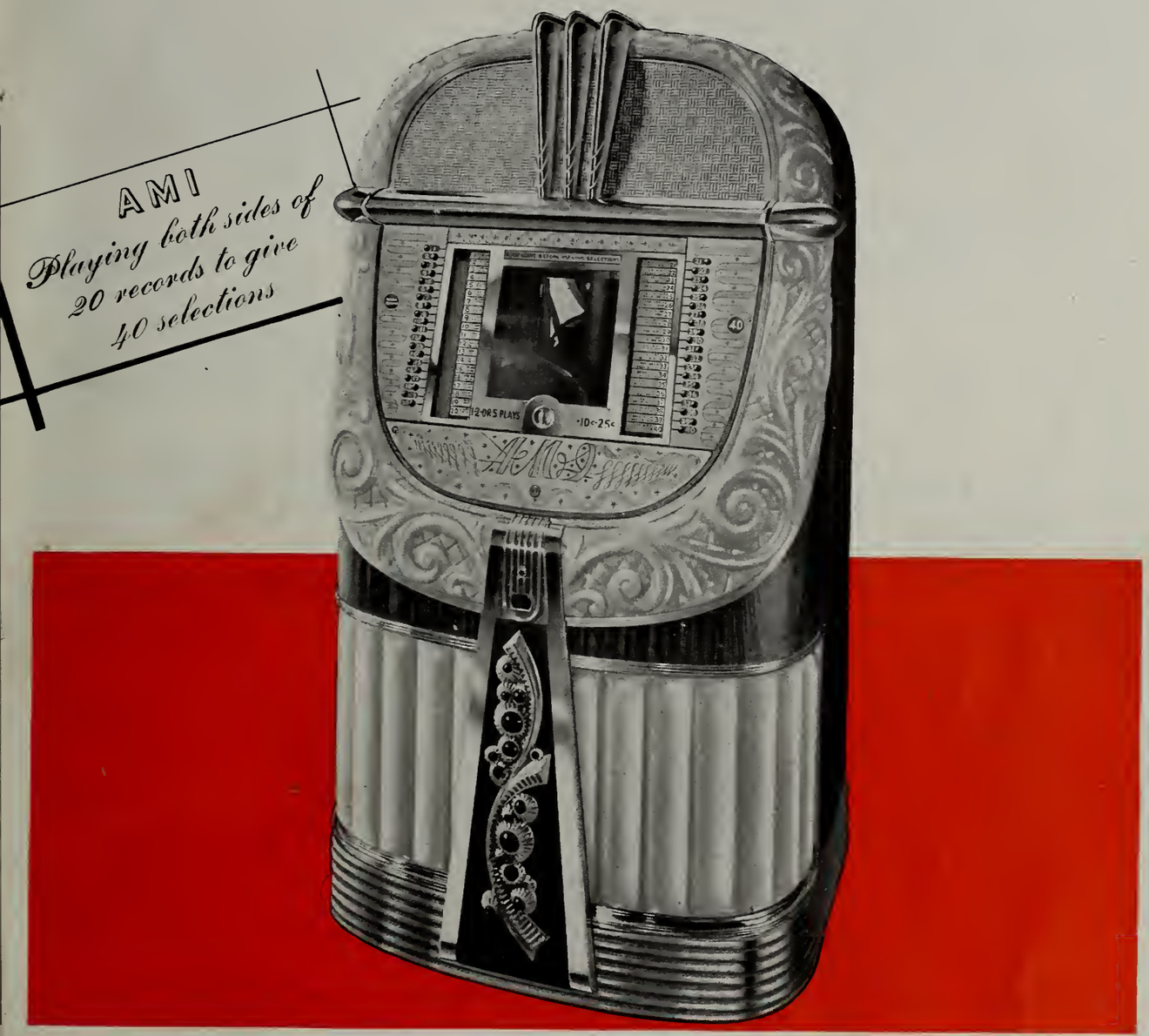
THE CASH BOX

THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY

Vol. 9, No. 23

March 6, 1948

AMI *Model "A" Phonograph*



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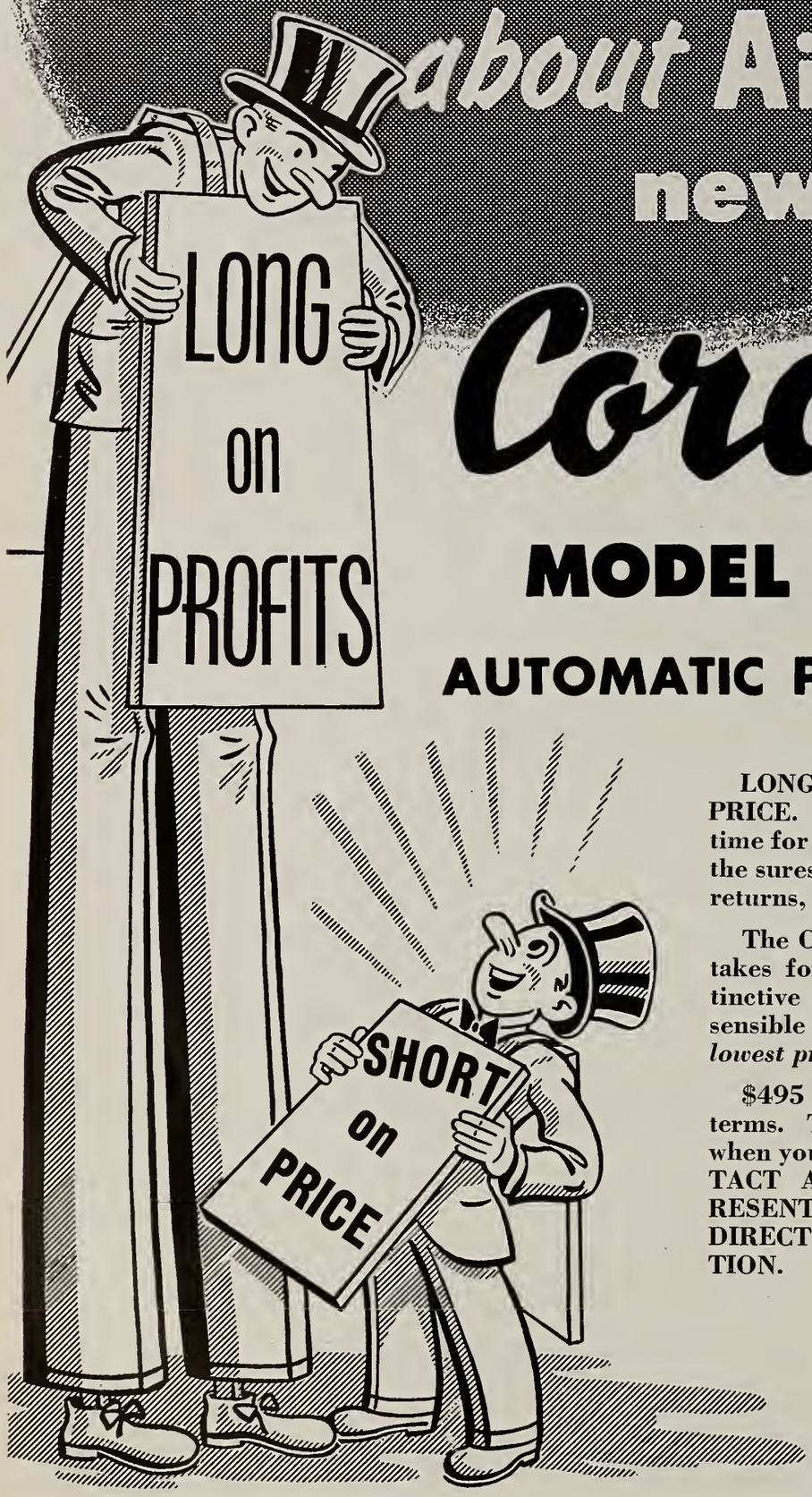

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THE CASH BOX

"THE CONFIDENTIAL WEEKLY OF THE COIN MACHINE INDUSTRY"

THE CASH BOX IS THE OPERATOR'S MAGAZINE—IT IS NOT SOLD ON NEWSSTANDS

BILL GERSH, Publisher

JOE ORLECK, Editorial and Advertising Director

ROBERT E. AUSTIN, General Manager, Music Department — JOEL FRIEDMAN, Music Editor

G. BRUNER, Business Manager — G. BLOOM, Circulation — BERT MERRILL, St. Louis, Mo.

L. MILAZZO, Classified Advertising — HERB OLSOW, General Mgr., Automatic Merchandising — O. S. SIBLEY, Art Director

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IN THIS ISSUE

March 6, 1948 *Vol. 9, No. 23*

TRADE LOOKS FOR BIG SALES SPURT THIS SPRING .....Page 4

MANY JUKE BOX OPS SWINGING TO WIRED BACKGROUND MUSIC .....Page 5

AUTOMATIC MUSIC SECTION .....Page 7

NATION'S TOP TEN TUNES .....Page 9

RECORD REVIEWS .....Pages 11 and 13

AUTOMATIC MERCHANT'S SECTION .....Page 25

THE ALPHABET OF A SUCCESSFUL AUTOMATIC MERCHANDISER .....Page 26

MANUFACTURERS' NEW EQUIPMENT .....Pages 29 and 30

GENERAL COIN MACHINE SECTION .....Page 31

CHICAGO CHATTER .....Page 47

EASTERN FLASHES .....Page 48

CALIFORNIA CLIPPINGS .....Page 49

MINNEAPOLIS—ST. LOUIS—NEW ORLEANS .....Page 50

ADVERTISER'S INDEX *Page 42*

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THE CASH BOX exclusively covers the coin machine industry, including operators, jobbers, distributors and manufacturers, and all those allied to automatic coin operated music equipment; automatic coin operated vending machines and service machines as well as all coin operated amusement equipment; the music and record business, recording artists and publishers of music; and all others in any fashion identified or allied to the coin operated machines industry as well as all finance firms, banks and other financial institutions expressly interested in the financing of coin operated equipment of all types.

THE CASH BOX has been recognized by various associations of coin machine operators thruout the United States as their official weekly magazine.

The C.M.I. BLUE BOOK division of The Cash Box is an entirely separate medium, giving all prices of new and used machines of all kinds, continually reporting all market changes. The C.M.I. BLUE BOOK is officially recognized by many States as the "official price book of the coin machine industry."

TRADE LOOKS FOR BIG SALES SPURT THIS SPRING

Merchandise Machine Mfrs Expect to Hit Top Production During March. Juke Box and Game Ops Foresee Big Playing Crowds as Cold Weather Leaves. Averages May Reach New High Marks

NEW YORK—A survey which has been under way by *The Cash Box* for the past weeks resulted in many surprising reports from noted operators, jobbers, distributors and manufacturers thruout the country.

It should also be noted here that these men cover everyone of the divisions of the coin machine field. (Not only amusement games and juke boxes but also the new merchandise machine people were included.)

Most noteworthy returns were to the effect that with the arrival of warmer weather all are firmly convinced that play action will step up sufficiently to bring about new high averages.

The majority of the operators claimed that the severity of this past winter kept most people in their homes and that play lagged very badly thruout all their locations.

"Only a very few spots," one well-known operator advised, "did any real business. And," he says, "it was just these few places that kept us going."

Another op wrote, "At first we believed it was the equipment which we were featuring which held down our averages. But, after changing games, we found that the same low prevailed and then we came to the realization that it was the fact the people themselves weren't patronizing the locations as they used to.

"This we discovered", he continued, "when we checked with the retailers and found that they were as much as 40 per cent and more off on their own business. Now we believe that with the return of warmer weather we are all going to see better action.

"We also feel that the public are anxious to once again get around. Many are planning vacation tours. Others are looking forward to visits here and there about the country.

"In short", he concludes, "we feel safe in stating that business is going to see a real pickup all down the line with the return of warmer weather."

The juke box and amusement game operators are also of the opinion that they will soon see better averages with the return of warmer weather. The merchandise machine manufacturers also gave a very heartening and optimistic report.

They stated, in most cases, that they expect to hit top production during March. This means that the greater majority of orders which they have taken at the two past shows, the NAMA show in December and the CMI show in January, will begin to be filled and the resultant business will enable them to once again enervate the entire field.

The merchandise machine division of the field was found to be the most optimistic over the future. From automatic merchants right up to the manufacturers there was optimism. Individuals claimed that they believed, beginning with March '48, the field would assume outstanding proportions.

Juke box ops are also going ahead regardless of the sour effect which they felt in their businesses this past winter season. They foresee their businesses bringing better returns and also believe that the new ideas which have slowly been getting support thruout the field (such suggestions as a better commission arrangement with locations, front money guarantees, speedier playing records, and so forth) will also help tremendously to boost their business over the top.

There is no real pessimism on the part of the juke box operators. They feel that this adjustment period should have been expected. The fact that it did hit at sales here and there thruout the nation was also more or less expected as prices climbed higher and higher and the play did not climb accordingly.

The automatic music business has not been one whit dulled or held back by the hard months thru which it has passed. There are many in this field with solid and logical ideas which will help all concerned. It is sure that with the advent of the warmer weather the juke box will once again assume its important position in the coin machine industry.

Amusement games continue to hold first place in sales and with the opening of such large territory as the Metropolitan New York market and other cities, there is no doubt that this field will grow even greater.

It is already rumored thruout the amusement machine business that lower prices will be seen this spring and that many new types of equipment will become available.

Manufacturers in this division of the business are among the most progressive and are continuing to experiment with new ideas constantly to benefit the operators.

In conclusion it can safely be predicted that the entire coin machine industry will enjoy a big sales spurt this spring and that the business will prove itself durable and constant with many returning to even greater prominence than they have ever before enjoyed.

"THE CASH BOX" IS THE OPERATOR'S MAGAZINE
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MANY JUKE BOX OPS SWINGING TO WIRED BACKGROUND MUSIC

Cover Dept. Stores, Banks, Beauty Parlors, Factories, Restaurants and Outlets of Every Type. Obtaining Telephone Lines Continues Major Problem. Use Both Records and Transcriptions. Sign Contracts for From One to Three Years. Continue to Expand

NEW YORK — Some months ago *The Cash Box* published an article based on the fact that many music machine operators thruout the nation were taking advantage of the industrial and background music fields and were, by concentrating their area of operations, showing better returns that they ever formerly did.

Since then a great many more automatic music men have investigated the industrial and background music fields with the result that more and more are entering into this division of the business.

Operators are now covering locations which they formerly completely neglected. They are signing banks, beauty parlors, large restaurants and other eating houses, markets and super stores, department stores and retail outlets of almost every type where no music was ever before featured to music service contracts.

Many have hired expert salesmen who are covering factories. Ops find that supplying industrial music isn't as difficult as taking care of a juke box on a regular location. In fact, some state that it is not only easier and simplier and that the returns are much better.

The average music operator who is entering into this field finds that he has competition. Yet, this competition hasn't deterred him at all. The largest competitor in the field is "Muzak". But, because the operators are already working the territory and, further, because they are in position to do the job for much less money, they have been taking over "Muzak" contracts in territory after territory.

The main problem with which the operators are confronted is obtaining telephone lines. This is still the big obstacle in the path of progress for the majority of those who have already entered into industrial and background music businesses.

Some are using special mechanisms for their music and others have created and built their own music systems.

One noted op reports, "The whole business is contained in one little room in the back of our present headquarters and we are serving over 28 locations already with contracts in our files for many others as soon as we can get the lines we need and also, in some cases, as soon as some of their present contracts with other firms are completed."

As far as the industrial and background music locations are concerned, the ops make a flat monthly charge on a contract for from one to three years and offer unusually good service.

In the main, the entire music program offered is completely automatic and usually runs on a 15 minute "off" and 15 minute "on" period.

In addition to regular records, most of the operators are now turning to transcriptions, so as to give the finest possible tonal quality to their music.

As one op says, "We are now really selling music. Where formerly we didn't worry too much about the music being offered by our juke boxes, we realize that in these industrial and retail locations we now serve, that everything is based on quality of tone and service and, therefore, we are going all out to provide the best music obtainable with the finest tone quality."

The average charge, it is believed, is approximately $15 per month for a retail location. Factory spots run much higher. These are also charged by the number of speakers being featured. In addition, the factory locations like to have their own "mikes" installed where the officers can make speeches or talk to the men and women in the factory for special announcements. The industrial locations take much more study and understanding of tone and dissemination of sound than do the regular retail background music spots.

Banks, doctors, dentists and other professional locations, are charged at the average of $15 per month and music is offered to them over a certain period during the day.

Retail locations, such as department stores, super markets, beauty parlors, etc., require more contact and a different type of music. These, too, are very profitable. Once the operator has set up his studio and is already engaged in the business of purveying wired single channel music he covers all types of locations.

This addition to the regular juke box music by the average operator has not only bolstered his income, but, has placed him in a very commanding position in his own area.

For many years *The Cash Box* urged the average juke box operator to enter into this field for there is no doubt that his many years of experience makes him best fitted for the task of selling single channel wired music to the business organizations in his own area and not to allow strangers from outside areas to enter into this part of the music business in his own territory.

The results now being shown by many operators who have entered into the industrial and background music fields is extremely encouraging and means the tremendously greater expansion of the automatic music business.

There are many firms thruout the country who are planning to enter into the manufacture of instruments for background and industrial music. Those already in this field have paved a good path.

The progress which is now being made and which will assume major proportions once telephone lineage becomes more easily available will probably surprise a great number who haven't as yet given this field sufficient thought and study.

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IT IS NOT SOLD ON NEWSSTANDS.

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THE CASH BOX

The greatest BUY in all coin machine history . . . and here's why . . .

★ **EDITORIALS** . . . . that dig analytically deep into the very heart of every problem confronting the industry and point the way out. The editorials which have appeared in *The Cash Box* have won acclaim and have been read into the minutes of many of the nation's coin machine organizations. Many a bulletin board features them regularly. And thousands of reprints have been made for leading coin machine firms.

★ **NEWS** . . . . regarding all the coin machine business appears on the pages of *The Cash Box* in each week's issue as, and many times, even before, it actually happens. News is illustrated, carefully edited, digested and made easily readable. As a special feature, right with the news, also appear the views and predictions of the nation's leaders.

★ **AUTOMATIC MUSIC SECTION** . . . . unequalled in all the history of the juke box industry. The most complete section of its kind. Contains each week: "*The Nation's Top Ten Juke Box Tunes*"; "*Record Reviews*"; "'*Round The Wax Circle*" and "*Rollin' 'Round Randolph*" two intimate, newsy columns of New York's and Chicago's music industries; "*Juke Box Regional Record Reports*" giving the top ten tunes in the nation's leading cities; "*Hot In Harlem*", "*Hot On Chicago's South Side*", "*Hot In New Orleans*" and "*Hot On Central Ave. In Los Angeles*" featuring the top ten race tunes in the nation's four leading race music centers; "*The Nation's Big 5 Hillbilly, Folk and Western Juke Box Tunes*"; "*Folk & Western Record Reviews*"; The famous Tunnis' "*Disc-Hits Box Score*" listing the 40 best selling records thruout the country; plus pictures, news, special stories and many, many other features.

★ **MANUFACTURERS' NEW EQUIPMENT** . . . . a complete section devoted to the new products of the nation's leading coin machine manufacturers. Not only listing the latest models just as the factory announces them, but, also featuring the prices of all machines.

★ **AUTOMATIC MERCHANT'S SECTION** . . . . an entirely new, different and better approach to the "new era in automatic selling". This section features the "*A. M. Blue Book*" containing the names and products (as well as the prices) of every manufacturer of vending machines in special categories. A service, as many have stated, worth its weight in gold. And, in addition, complete news and technical information regarding the entire automatic merchandising machine industry with one of its leaders featured each week on a special two color cover.

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"C.M.I. BLUE BOOK"

Without any doubt the most outstanding guide to the prices of all types of machines featured by the industry. Accepted by many states. Looked up to as the one and only "*official price guide*" in the industry. The "*C.M.I. Blue Book*" is mailed entirely separate of *The Cash Box*. Special subscription to those who qualify for the "*C.M.I. Blue Book*" $10 per year. Must be taken in conjunction with a subscription to *The Cash Box*.

Rush That $5 Bill Immediately to . . .

THE CASH BOX, 381 FOURTH AVE., NEW YORK (16)

THE CASH BOX

AMERICA'S ONLY WEEKLY MAGAZINE EXCLUSIVELY DEVOTED TO THE JUKE BOX INDUSTRY.

Music Section

March 6, 1948

VIC DAMONE

One of the brightest stars on the disc horizon, young balladeer Vic Damone rose like a comet out of comparative obscurity to capture an impressive spot in the music world. His first Mercury platter, "I Have But One Heart", was a featured recording on juke boxes thruout the nation. Since then, Vic has scored with, "You Do", "Come Back to Sorrento", "Ave Maria", and his current click records, "Thoughtless" and "Teresa". Featured on the Pet Milk air show, Saturdays, CBS, 10 P. M. Direction: William Morris Agency. Personal Management: Lou Capone.

FEATURES

★ *The Nation's Top Ten Juke Box Tunes*
★ *The Cash Box Record Reviews*
★ *Juke Box Regional Record Report*
★ *'Round The Wax Circle*
★ *Hot In Harlem*
★ *The Broadway Beat*
★ *Rollin' 'Round Randolph*
★ *Folk And Western Record Reviews.*
★ *The Nation's Big 5 Hillbilly, Folk & Western Juke Box Tunes*
★ *Hot On Chicago's South Side*
★ *The Cash Box Disc-Hits Box Score*

"PIN UP POLKA"

BACKED WITH

"WHAT DO YOU WANT TO MAKE THOSE EYES AT ME FOR"

AMERICA'S NEWEST BIG JUKE BOX HIT!

FEATURING

LEE MONTI'S TU TONES ON...

Aristocrat Record No. 508

Just Read What These Famous Disc Jockeys Say...

JIM HAMILTON
WIND

"The hottest juke box record to come along in years . . . here's something that's going to cull the coin for all the juke box industry".

MEL ALLEN
WINS

"We're spinning it and spinning it, but, we believe that it's sure to spin itself white in every juke box in the nation—get hep—get next to this one."

TED STEELE
WMCA

"Here's the pin up for all the nation's juke boxes—'Pin Up Polka'—with plenty of coin pulling power and lots and lots of good listenin' for everyone."

EDDIE HUBBARD
WIND

"They're requesting it all day long. 'Pin Up Polka' is a natural for every juke box and every juke box man is sure to find this tune nabbing those nickels but good."

ERNIE SIMON
WJJD

"It's a spinning and whirling 'round and 'round and sure to make 'Pin Up Polka' the big juke box tune of the year. It's a honey of a record and Aristocrat deserve plenty of credit for it."

LINN BURTON
WAAF

"The spin-up of the season is Aristocrat's new click—'Pin Up Polka' — with Lee Monti's Tu Tones doing a terrific job to bring the juke boxes of America a tune that has everything, but everything."

RUSH YOUR ORDER FOR ARISTOCRAT RECORD NO. 508 "PIN UP POLKA" IMMEDIATELY TO YOUR NEAREST DISTRIBUTOR — OR WRITE . . .

Aristocrat
RECORD CORPORATION
7508 S. Phillips Avenue Chicago 49, Ill.

The Nation's TOP TEN Juke Box Tunes

The Top Ten Tunes Netting Heaviest Play In The Nation's Juke Boxes, Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators Throughout The Country.

CODE

AL—Aladdin	KI—King	RE—Regent
AP—Apollo	LI—Lissen	SA—Savoy
AR—Aristocrat	MI—Miracle	SI—Signature
BU—Bullet	MA—Majestic	SP—Specialty
CA—Capitol	ME—Mercury	SN—Standard Phono
CN—Continental	MG—M-G-M	ST—Sterling
CO—Columbia	LO—London	TO—Top
CS—Coast	MN—Manor	TC—Twentieth Century
DE—Decca	MO—Modern	UA—United Artist
DEL—DeLuxe	MU—Musicraft	UN—Universal
EX—Exclusive	NA—National	VI—Victor
JB—Juke Box	RA—Rainbow	VT—Vitaconstic

1 **I'M LOOKING OVER A FOUR LEAF CLOVER**

Moves up from second place to latch on to the top song position this week.

CA-491—Alvino Rey O.
CO-38100—Tony Hill O.
CO-38081—Arthur Godfrey
ME-5105—Frankie Laine
ME-5100—Uptown String Band
MG-10119—Art Mooney O.
MU-543—Polka Dots
RA-10043—Jimmy Saunders
SI-15117—Ray Bloch O.
TR-220—Alexander O.
VI-20-2668—Three Suns

2 **BALLERINA**

Into the second spot after a sensational run in first place.

CO-38081—Buddy Clark
DE-24265—Enric Madreguera
DE-24278—Bing Crosby
ME-5075—Jerry Shelton Trio
MG-10035—Jimmy Dorsey O.
MU-15116—Mel Torme
VI-20-2433—Vaughn Monroe

3 **MANANA**

in ninth place last week, this terrific coin culler latches on to the charmed circle and third place here.

CA-15022—Peggy Lee
DE-24333—Mills Bros.

4 **NOW IS THE HOUR**

On the bottom last week, the strong demand for ops across the nation has this one in fourth place.

CA-15024—Margaret Whiting
CO-38061—Horace Heidt O.
DE-24279—Bing Crosby
MA-1191—Eddy Howard O.
ME-5103—Les Paul Trio
MG-10125—Kate Smith
MU-532—Shep Fields O.
SI-15178—Ray Bloch O.
VI-20-2704—Charlie Spivak O.

5 **I'M MY OWN GRANDPAW**

In eighth place a week ago—into fifth now.

CA-15033—Jo Stafford
CO-38068—Tony Pastor O.
DE-24268—Guy Lombardo O.
KI-694—Grandpa Jones
ME-6087—Tiny Hill
MG-10136—The Korn Kobblers
MU-536—Esmeraldy
TC-20-33—The Jesters
VI-20-2563—Lonzo & Oscar

6 **BEG YOUR PARDON**

Drops a few to latch on to sixth place this week. A great winner say the ops.

BU-1012—Francis Craig
CA-490—The Dinning Sisters
CO-38036—Frankie Carle O.
MG-10140—Art Mooney O.
VI-20-2647—Larry Green O.

7 **GOLDEN EARRINGS**

All the way up in third place last week—this ditty moves down here to garner the seventh spot.

CA-15009—Peggy Lee
CO-37932—Dinah Shore
DE-24270—Guy Lombardo O.
DE-24278—Bing Crosby
ME-3072—Anita Ellis
MG-10085—Jack Fina O.
VI-20-2585—Charlie Spivak O.

8 **HOW SOON**

Up in the fifth spot a week ago—this popular ballad grabs eighth place this week.

CO-37952—Dinah Shore
DE-24101—Bing Crosby—Cavallero O.
CON-11004—Jimmy Atkins
MA-1179—Dick Farney
ME-5069—John Laurenz
TO-1258—Jack Owens
VI-20-2523—Vaughn Monroe O.

9 **I'LL DANCE AT YOUR WEDDING**

In seventh position last week and into the number nine spot here. Still grabbing off loads of coin.

CA-15009—Peggy Lee
CO-37967—Ray Noble O.
DE-24266—Jeanie Leitt
ME-5090—Vic Damone
MG-10095—Helen Forrest
VI-20-2512—Tony Martin

10 **SERENADE OF THE BELLS**

On the bottom after a great ride across the board. Still culling coin.

CA-15007—Jo Stafford
CO-37956—Kay Kyser O.
DE-24258—Guy Lombardo O.
ME-5090—Vic Damone
MG-10091—Bob Houston
VI-20-2372—Sammy Kaye O.

THE GAL WHO TURNS THE HITS TO GOLD!

DINAH SHORE SINGING

"WHAT'S GOOD ABOUT GOODBYE"
(From "Casbah")
Orchestra under the direction of Harry Zimmerman

"HOORAY FOR LOVE"
(From "Casbah")
Orchestra under the direction of Sonny Burke
Columbia 38094

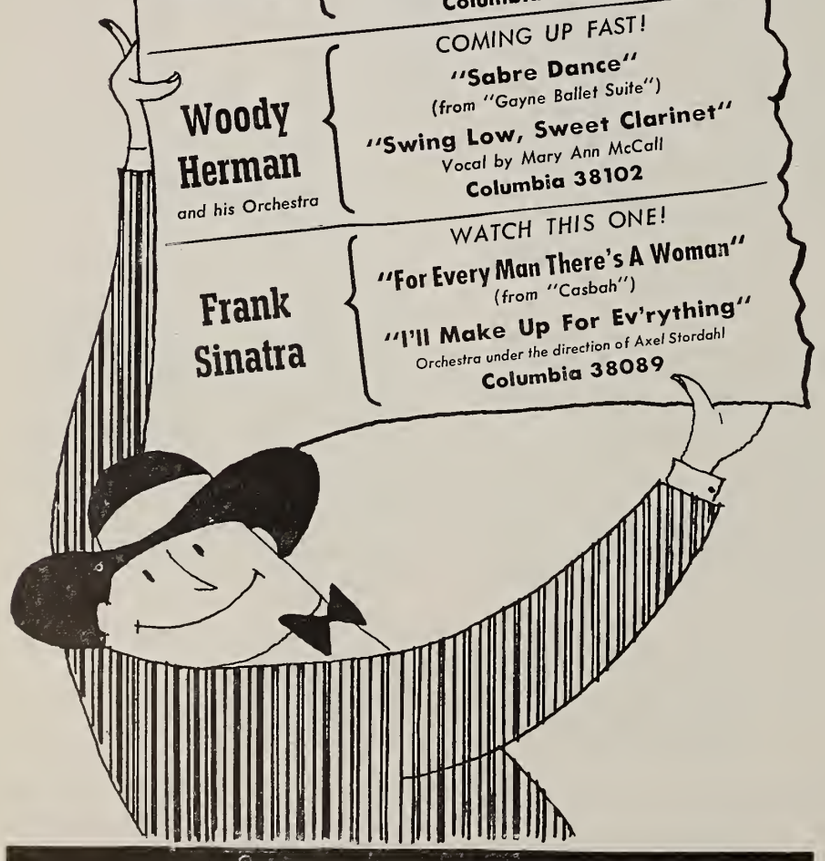
COLUMBIA'S TUNE TIPSTER

BEST BETS

Arthur Godfrey
SURE FIRE!
"Slap 'Er Down, Agin, Paw" with The Too Fat Trio
"I'd Give A Million Tomorrows" with The Mariners
Orchestra under the direction of Archie Bleyer
Columbia 38066

Woody Herman and his Orchestra
COMING UP FAST!
"Sabre Dance" (from "Gayne Ballet Suite")
"Swing Low, Sweet Clarinet" Vocal by Mary Ann McCall
Columbia 38102

Frank Sinatra
WATCH THIS ONE!
"For Every Man There's A Woman" (from "Casbah")
"I'll Make Up For Ev'rything" Orchestra under the direction of Axel Stordahl
Columbia 38089



HEAR THE GREAT ARTISTS AT THEIR BEST ON

Columbia Records

Trade-marks "Columbia," and Reg. U. S. Pat. Off.

BYRDE'S EYEVIEW 'ROUND THE WAX CIRCLE

by Byrde Gore

Reports currently being circulated throughout the music industry to the effect that several platteries have ordered artists to report for recording sessions remain at this writing just reports. We checked with the diskeries in question and none would confirm or deny the reports. We don't know of any artist who would risk the wrath of James C. Petrillo and the possible loss of his union membership by defying the non-recording ban. Technically speaking, there aren't many artists whose contracts with their recording companies hold up to AFM standard regulations. Spokesmen for the AFM disclose that at the present time, any artist is free to switch diskeries since the standard regulations governing contracts with recording companies state that the artist is not bound by any contract during a general non-recording period. Diskers and music biz people questioned in the east likewise feel that the start of a non-AFM plattery at this time will have no effect upon general conditions throughout the nation.

* * *

George Hall, manager of Dolly Dawn, suggested to the moguls at Shapiro-Bernstein Inc., that Dolly's old Brunswick disking of "Shine" should be reissued. One of the major reasons for Hall's suggestion was that in Dolly's disk, the allegedly objectionable line "Your hair is curly" was not to be found. Shapiro-Bernstein followed thru with Columbia Records who have the master. Columbia listened — remembered an old Bing Crosby-Mills Bros. "Shine" and pulled a switch by coming out with the disk.

* * *

Jack Shepard, prexy of the Eastern Pennsylvania Operators Association, spent some time in New York this past week and had the occasion to hear a new recording by balladeer Artie Malvin and the Buddy Kaye Quintet. The tune, a plaintive Italian melody tagged "Donna Bella" caught fire with Jack to such an extent that he rushed downstairs to Frank Walker, general manager of MGM, and pleaded with Frank to release the disk. Latest word has it that the platter will be released sometime in June—look for it—it'll really be a smash.

* * *

Dick Jurgens' sensational opening at the Cafe Rouge, Hotel Pennsylvania, New York, brought out the music biz in such great throngs that the management finally found themselves in the peculiar spot of having to turn away many. Dick really set the house afire and many predicted that the famed orkster is really going to start climbing up the ladger. He had so many requests for his records that he just had to pass 'em out on the floor. Dick is set for an eight week stay at the Penn—drop down and say hello.

* * *

Ansa Records adding pressing plants wholesale we hear. Their "Rhumba Jubilee" clicking like sixty . . . Frank Sinatra offers tricks on his next release "Ever Homeward." The 'verce' sings the ditty in Polish. It's from the forthcoming RKO flicker "Miracle Of The Bells." . . . The way those polka tunes are catching on—whew. Dave Braun, prexy of De-Luxe Records, tells us he has back orders totaling 150,000 for his "Barbara Polka" . . . Will somebody check us on this: Is the song "I Remember Mama" banned on the airwaves? . . . Harmonia Records clicking big with their "My Girl Friend Julayda." Look for the disk to suddenly blossom forth but big! . . . Charley Washburn, major domo at Ace Dist. Co., Los Angeles, now handling the Majestic and National Record lines. Charley has a few hits going at one and the same time.

THE CASH BOX Record Reviews

"Lost April" (2:56)
"Dream Lullaby" (3:05)
FRANKIE CARLE ORCH.
(Columbia 38090)

● Tinkling piano styling of maestro Frankie Carle and a pair of soft ballads that might click with the music ops. Frankie sets the pace to open the score of "Lost April", a meaningful moving piece of music with choir boy Gregg Lawrence to take the spot for the fond vocal chorus. Loads of high powered sweet echo throughout the needling as piper Gregg wails the sugar coated lyrics in adequate manner. Backing parrots the top deck with Gregg and the maestro setting up the board again. Altho both sides don't appear to be sure-fire for the phonos, they are nevertheless, excellent filler material for the quiet spots.

"I Don't Stand A Ghost Of A Chance" (2:24)
"I Can't Give You Anything But Love" (1:50)
CHARLES LEIGHTON
(Harmonica 811)

● Swinging to the style set by the now famous "Peg O' My Heart", this new indie label steps out right with their initial release. Titled, "I Don't Stand A Ghost Of A Chance" and "I Can't Give You Anything But Love," harmonicartist Charles Leighton grabs the lead for this ever popular pair of standards. Rendition offered is effective and makes for pleasant listening. Stuff will go only in spots though and if you have the crowd that goes for this brand, the pair certainly won't hurt. Lend an ear in this direction—might prove surprising.

"Helen Polka" (2:51)
"Morning Star Polka" (2:47)
THE MELODY RIDERS
(DeLuxe 1142)

● More polka material and the current click tune "Helen Polka". Wax is a ditto of another cookie in circulation, and as offered here should come in for its fair share of phono play. Spiked by The Melody Riders, the ditty makes for wonderful listening. On the flip with "Morning Star Polka", the crew give out with some very fast polka rhythms that fairly sparkle and glow throughout. Music ops that have the spots for this brand should not hesitate.

"Wedding Bells Are Breaking Up That Old Gang Of Mine" (2:41)
"You're The One I Love" (2:51)
LARRY VINCENT
(Pearl 20)

● More mellow music to which the tavern set can get next to are these two sides by the capable Larry Vincent. Ops are bound to remember Larry's peak success with "If I Had My Life To Live Over"—the top deck here has that same tint of buffalo about it. Larry wails the ever popular wordage to "Wedding Bells Are Breaking Up That Old Gang Of Mine" on the top side, with a vocal combo offering some effective background harmony throughout. Wax moves in slow tempo with the maestro's heavy vocal styling spilling all thru. On the flip with more bar material, Larry gives with "You're The One I Love", a catchy piece spilling in slow—moody manner. Top deck has the appeal.

DISK O'THE WEEK

"Tutti Tutti Pizzicato" (2:58)
"The Bee Song" (2:51)
LOUIS PRIMA ORCH.
(Victor 20-2711)

LOUIS PRIMA

● The sparkling bright patter of this one should have every kid in the nation going wild singing "Tutti Tutti Pizzicato." It's maestro Louis Prima's latest winner beckoning coin galore. Louis to the fore to wail the infectious wordage, with the band joining him for a repeat chorus. Bounce fashion shown here emulates a bunch of kids skipping rope—and skip they will while they sing the sing-song catchy lyrics. Louis' nasal tones cast a happy spell about you to make the most avid listener grab for more melody. The stylish carefree rhythm of the platter hold the cause for the deck's tremendous appeal. On the flip with another novelty tune, maestro Louis and the gang come back with more kicks on "The Bee Song." Once again the lyrics of the tune are the bearer on this platter, with the mood of the ditty maintaining the same gay pace of the top deck. "The Bee Song" is a tongue twister and should have phono fans trying to parrot the wordage. "Tutti Tutti Pizzicato" will fill your jeans with green beans.

"What More Is There To Say" (2:41)
"Did You Ever See A Dream Walking" (2:59)
HENRY JEROME ORCH.
(Pleasant 106)

● Pair of sides which ops might latch on to are these offered in pleasing and effective styling by the Henry Jerome ork. With balladeer Dick Judge to wail the simple and yet enticing lyrics on the pair; the platter beckons coin. Both sides are rendered in light manner with bits of pleasing melody by the Jerome crew. Top deck, titled "What More Is There To Say" grabs the lead, with Dick's piping sweeping down in heavy strains. On the flip with the oldie "Did You Ever See A Dream Walking," piper Dick comes back for another spot. The pair might serve ops well as filler material—grab a looksee.

FIGURES SHOWN FOLLOWING SONG TITLES, INDICATE PLAYING TIME OF RECORD.

"I Wish I Knew The Name" (3:02)
"Serenade" (3:04)
RAY NOBLE ORCH. with
BUDDY CLARK
(Columbia 38091)

● Sweet vocal strains of piper Buddy Clark, coupled with the wonderful orchestration of maestro Ray Noble are the wax message here. With Buddy to the mike to take the lead on "I Wish I Knew The Name" and "Serenade" the duo stack up highly for music ops throughout the nation. Top deck is currently gaining in popularity—Buddy's rendition of this mellow ballad should hypo the disk's rating all the more. Purring in soft slow tones of subdued rapture, Buddy sends this charmer out in full voice to score. Flip, a highly deep and sincere piece shows Buddy floating behind some terrific instrumental work provided by maestro Noble. Both sides appear attractive—they rate your spinning.

"You Can't Be True Dear" (2:28)
"Cuckoo Waltz" (2:41)
KEN GRIFFIN
(Rondo 128)

● Pair of pleasant organ sides by this dark horse indie might catch on big enough to cause loads of talk. It's Ken Griffin at the organ for the melody of "You Can't Be True Dear" and the popular "Cuckoo Waltz". Ken's arrangements of the pair show him in fine styling throughout, with the wax riding out as stuff for the tavern spots. Both sides are rendered in slow tempo, with Ken grabbing the spotlight at the organ all the way. Stuff might come in as first rate filler material—give it a whirl.

"My Girl Friend Julayda" (2:38)
"The Coalminers Polka" (2:35)
WALTER SOLEK
(Harmonia 1174)

● Oh what a dilly this one will be once it makes the rounds! "My Girl Julayda", a honey of a polka ditty ever. Flavored by the styling of Walter Solek, the deck rates as strong as a spade flush. Metro of the tune beating thru in fast time is hypo'd by the wonderful lyric attachment. Walt warbles the heavy stuff in excellent fashion with a band chorus coming thru in spots for the finish. We're sure you'll go for the deck—it's a cinch to clinch with the rapidly growing clan of polka fans. Flip is more meaty material to which phono fans can latch on to. Both sides shape up for a slew of juke box play—especially so with "My Girl Friend Julayda."

"Ain't Misbehavin'" (2:49)
"No More Lonely Gal Blues" (2:58)
DINAH WASHINGTON
(Mercury 8072)

● Pair of sincere sides by chirp Dinah Washington step out as items for ops with race spots here. Dinah sings the top deck, "Ain't Misbehavin'" in crystal clear tones with a zillion tricks to boot in her pipes. Rudy Martin Trio behind the gal flavor the deck in effective fashion throughout. Altho an oldie the cookie might score in a big way with the shuffle kids. Flip is more blues done up real brown as only Dinah can do it. Ork backing here steps off in spots, altho Dinah's vocal charm more than accounts for the loss. Both sides appear destined to win favor with the ops.

BMI Pin-up Sheet

Hit Tunes for March

(On Records)

ALL DRESSED UP WITH A BROKEN HEART (Marks)
Peggy Lee—Cap. 15022 • Buddy Clark—Col. 37985
Bob Houston—MGM 10112 • Alan Gerard—Nat. 7019
John Laurenz—Mercury 5093 • Alan Dale—Sig. 15174
The Five Bars—Bullet 1009 • Jack Owens—Tower 1263
Russ Morgan—Dec. 24339 • Jerry Cooper—Diamond 2030
Eddy Howard—Maj. 1236 • Phil Reed—Dance-Tone 176
The Vanguards—Universal 34

DREAM PEDDLER, THE (Peer)
Frankie Carle—Col. 38036 • Sammy Kaye—Vic. 20-2652
Hal Derwin—Cap. 481 • Snooky Lanson—Merc.*

FOOL THAT I AM (Hill & Range—Mutual)
Dinah Shore—Col. 37952 • Sammy Kaye—Vic. 20-2601
Billy Eckstein—MGM 10097 • Erskine Hawkins—Vic. 20-2470
Georgia Gibbs—Maj. 12013 • Brooks Brothers—Dec. 48049
Dinah Washington—Merc. 8050 • Gladys Palmer—Miracle 104

I WOULDN'T BE SURPRISED (Republic)
Harry Cool—Merc. 5080 • Sammy Kaye—Vic.*

LET'S BE SWEETHEARTS AGAIN (Campbell-Porgie)
Margaret Whiting—Cap. 15010 • Victor Lombardo—Maj. 7269
Guy Lombardo—Monica Lewis—Dec. 24298
Blue Barron—MGM 10121 • Shep Fields—Musicraft 525
Bill Johnson—Vic. 20-2591

LOVE IS SO TERRIFIC (Mellin)
Les Brown—Col. 38060 • Art Lund—MGM 10126
Helen Carroll & Satisfiers—Vic. 20-2672
Ernie Felice Quartet—Cap. 486 • Vic Damone—Mercury 5104

PASSING FANCY (BMI)
Vaughn Monroe—Vic. 20-2573 • Ray Dorey—Maj. 1186
Johnny Johnstone—MGM 10127 • Frances Langford—Mercury 5095

TERESA (Duchess)
Dick Haymes-Andrews Sisters—Dec. 24320 • Kay Kyser—Col. 38067
Jack Smith—Cap. 484 • Vic Damone—Mercury 5092
Do-Ray-Me Trio—Com. 7504

WHO PUT THAT DREAM IN YOUR EYES (Stuart)
Mark Warnow—Coast 8026 • Ray Carter—Rep. 122
Jack McLean—Coast 8015

WHY DOES IT HAVE TO RAIN ON SUNDAY (Johnstone)
Freddy Martin—Vic. 20-2557 • Snooky Lanson—Merc. 5082
Dennis Day—Vic. 20-2377
Milt Herth Trio—Dec.* • Beale St. Boys—MGM*

YOU'RE GONNA GET MY LETTER IN THE MORNING (London)
Mary Osborne—Dec. 24308 • Adrian Rollini—Bullet 1023
Guy Lombardo—Dec.*

YOU'VE CHANGED (Melody Lane)
Harry James-Dick Haymes—Col. 36412 • Anne Shelton—London 118
Adele Clark—Dec. 24352 • Frankie Laine—Atlas 236
King Cole Trio—Cap.* • Joan Edwards—Vita.*
Bob Carroll—Dec.*

* Soon to be released.

Coming Up

A BED OF ROSES (Johnstone)
A FEW MORE KISSES (Patmar)
I LOVE YOU, YES I DO (Lois)
I'M LOOKING FOR A SWEETHEART (Jay-Dee)
IT'S EASY WHEN YOU KNOW HOW (Pemora)
I WANT TO CRY (Excelsior)
JUNGLE RHUMBA (Duchess)
LOVE IS FUN (Encore)
MY PROMISE TO YOU (BMI)
RHUMBA JUBILEE (Amigo)
ROSALINDA (Cherio)
SOMEONE CARES (Campbell-Porgie)
SWING LOW SWEET CLARINET (Stuart)
THERE I GO (BMI)
TROUBLE IS A MAN (Regent)
WHO'S GOT ALL THE DOUGH (Alvin)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

Rollin' 'Round Randolph

Monroe Passis of Chord Distribs and Jim Bullet enjoying the music of Art Kassel and the food at the Blackhawk. . . . Tommy Carlyn seen at the Blackhawk talking things over with friends. . . . Rumor has it that Dick Bradley will open on the West Coast soon but will retain offices here, too . . . with Tower Record production out yonder. . . . Skinny Ennis will open in the Empire Room of the Palmer House on March 16. . . . Hildegarde to follow him in. . . . Song pluggers here not calling around at the College Inn the way they used since the wire was taken out . . . just about the time that José Melis left.

Skitch Henderson will close for three weeks beginning March 5 but will return to play for the new ice show going into the Boulevard Room. . . . Howie Christiansen rushing for the telephone, "to phone my wife", and hoping that all will be forgiven. . . . Gloria Hart doing a very grand vocalizing job with Art Kassel. . . . Jim Bullet tells how he worried about making that recording session for "Near You" . . . cost him $536 . . . and Jim never figured on spending anymore than about $180 per session . . . like for his first tune, "Zeb's Mountain Boogie" . . . "Beg Your Pardon" going terrific, he reports.

Joe Sudy clicking with the boys and girls who like the Walnut Room and winning himself many friends. . . . Joe Whalen of Bregman, Vocco & Conn talking all about "Helen Polka" which is going great. . . . And Ned Miller of the local Leo Feist offices advising that an ulcer kicked back on him after these 20 years . . . and Ned such a teetotaller, too . . . and so careful about what he eats. . . . Vaughn Monroe playing a one-niter at the Aragon, Sat., March 13 . . . and lots of the boys plan to say "hello" when he gets in. . . . George Olsen will probably stay on at the Edgewater Beach . . . which is one very, very nice place to be as the warmer weather comes along . . . and George doing a grand job out there.

Fred Forster's "I'll Hold You In My Heart" still one of the top ten tunes out in the country places as done by Eddy Arnold. . . . Larry Adler, the Harmonica virtuoso, at Orchestra Hall. . . . Billy Vine at the Latin Quarter has a song all about "*The Cash Box*" . . . originally did it one nite at the Riviera. . . . Tommy Carlyn continues on at the Trianon and has won some very warm praise from many of this man's town's critics of music. . . . Del Courtney opens at the Aragon.

Tito Guizar giving 'em neat entertainment at the Mayfair Room and talking about the records he made. . . . Mildred Bailey is still rockin' 'em with her songs at the College Inn. . . . Aristocrat Records very happy over the nice reception given their "Pin Up Polka . . . juke box ops advising Evelyn Aron of Aristocrat that the tune is "plenty catchy" and that it's sure to prove one of the biggest of winners. . . . And Aristocrat also proud of the showing being made by Andy Tibbs' "Union Man Blues" which is getting plenty of big play in the race spots.

Jerry Glidden's ork at the Glass Hat is doing a very swell job. . . . Chuck Cavallo at the Lotus Room of the LaSalle playing for some of the music ops this past week won their praise. . . . A Swing Concert at the 8th St. Theatre, Mar. 14, will probably draw lots of interest . . . featured will be Steve Cregg ork, Benny Pennock, Eddie Hubbard and the Honey Dreamers. . . . Harvey Crawford back with Art Kessel and doing a grand vocalizing job . . . the boy sure knows how to give with the tonsils. . . . Burl Adams has closed his Preview Music Co. offices here and Earl Mills is no wenjoying California's sunshine. . . . The boys and gals around these parts all talking about the Mercury Caravan which is reported to be clicking swell.

THE CASH BOX Record Reviews

"I Made Up My Mind" (2:46)
"Bottoms Up" (2:34)
SABBY LEWIS ORCH.
(Crystal 515)

● Pair of sides which might suit the requirements of operators with race locations are these offered in stylish tones by the capable Sabby Lewis crew. With chirp Evelyn White to pitch pipes on the top deck labeled "I Made Up My Mind," the platter takes on an air of soft splendor. Tones of the thrush are rich and warm, displaying vibrant vocal fashions throughout. Metro weaves in slow needling, with some top notch spots by the band. On the flip with a piece by Illinois Jacquet, Sabby and the boys combine to knock out "Bottoms Up." Side is mellow and filled with loads of spots to which the hep crew can jump. Stuff makes for pleasant listening time and is worthy of your ear.

"Baby Face" (2:47)
"Oooh! Looka There Ain't She Pretty" (2:49)
BUTCH STONE
(Modern 20-570)

● It's bringing back a ditty such as this one that will undoubtedly establish another coin culler for music ops. The nostalgic tones of maestro Butch Stone set the pace on this fragrant oldie that garnered a slew of coinplay many moons ago. Butch's rendition on this side is excellent throughout, with his cute vocal styling highlighting the cookie all the way. On the backing with the current popular "Oooh! Looka There Ain't She Pretty" Butch comes back for a repeat grade A performance. Ditty as offered here is cute as a bug, and should meet with favor from a host of ops. Both sides beckon coinplay—get next to 'em.

"Jackson's Boogie" (2:31)
"Black & Blue" (2:44)
LITTLE WILLIE JACKSON
(Modern 20-566)

● Tailor made for the race spots is this latest offering by Little Willie Jackson. Titled "Jackson's Boogie," Little Willie and the crew get together to give out with a ton of riff and holler-stuff to which the fast jazzophile set can really let their hair down to. Mellow sax spot in the wax grabs the spotlight with the tempo of the disk filling in for the balance in gay rhythmic styling. On the back with the ever lovin' "Black & Blue," the maestro grabs the lead for a vocal spot to spill the heavy wordage. Top side is the one we like—lend an ear in this direction.

"I'd Like To Know You Better Than I Do" (2:50)
"Lonesome Road" (2:47)
THE COMMANDERS
(Modern 20-567)

● It's the gravy train with this combo. First release by this new vocal combo tagged The Commanders shows as must material for the machines. Wailing in first rate harmonious tones that shine brilliantly, the group step out to offer "I'd Like To Know You Better Than I Do" and "Lonesome Road," a pair of sides that should set right with music ops throughout the nation. Top deck spills in slow fashioned rhythm, with the sugar coated wordage echoing sweetly all the way. Deep bass spot highlights the platter, while the instrumental work behind the crew shows effectively. On the flip with the standard "Lonesome Road," the Commanders really command attention. It's the bass vocal that glows again with the silver lyrics getting a grand rendition. Don't miss this pair—they're a cinch to clinch.

SLEEPER OF THE WEEK

"I'll Make Up For Everything" (3:00)
"For Ev'ry Man There's A Woman" (2:52)
FRANK SINATRA
(Columbia 38089)

FRANK SINATRA

● Soft and tender tones by balladeer Frank Sinatra and more meat for his vast flock of fans is the story behind "I'll Make Up For Everything." Utilizing better voice and more tranquility, Frank sets the stage for some heavy coinplay with this platter. The mood of the song—way down in the cupid vein — is tremendously appealing. Soothing passages of flowing music fill the air with rapturous ecstasy. Music background by maestro Alex Stordahl once again blends with the sincere interpretation by singing Sinatra. On the backing with a plug tune from the forthcoming flicker "Casbah," Frank once again displays his fine vocal splendor to the tempo of "For Ev'ry Man There's A Woman." Ditty should come in for some heavy play once the pic attachment breaks. Frank's pleasing rendition of this pairing should boom the balladeer to greater heights. By all means warm up to "I'll Make Up For Everything."

"Matinee" (2:56)
"It's All Over But The Crying" (3:02)
BOB EBERLY with RUSS MORGAN ORCH.
(Decca 24375)

● Rapidly booming in many sections of the nation, this latest ditty by balladeer Bob Eberly shows as a tune that is destined to become a featured platter on the phonos. Teamed with orkster Russ Morgan, piper Bob steps out to spill the fervid wordage to "Matinee." Disk offers loads of bounce flavored with a ton of musical perfection. Wordage of the tune is contagious and should set right with the romance crowd. On the flip with "It's All Over But The Crying," Russ and his gang grab the lead for the rhythm of this subtle tune. Maestro Morgan himself spills the wordage echoing the title. Ditty might go well with the tavern spots and rates your attention.

"Beyond The Sea" (3:01)
"Strange & Sweet" (3:04)
TEX BENEKE ORCH.
(Victor 20-2691)

● Pair of strong ballads by the ultra sweet Tex Beneke ork with balladeer Garry Stevens to the fore to wail the ultra sweet wordage. Wax titled "Beyond The Sea" and "Strange and Sweet" gets a hypo by Garry's flowing passages. Top side is the one we ride with—it's flavored with loads of feeling and depth building up to a beautiful crescendo. Garry's pipes have a soft and intimate feeling which fits the ditty perfectly. On the backside with "Strange and Sweet," the choir boy comes back for more fashioned romance music that scores. Get next to this pair—but fast.

"Sentimental Rhapsody" (3:04)
"You Can't Make Money Dreamin'" (2:58)
TOMMY DORSEY ORCH.
(Victor 20-2665)

● Vibrant vocal styling found on this cookie should account for its fair share of phono play. The Tommy Dorsey crew get together to knock out some brilliant music on this side labeled "Sentimental Rhapsody." With chirp Audrey Young to warble the meaningful wordage, the deck stacks up as a coin winner. Loads of floating strings singing in the background set the stage for a wholesome performance. Flip is offered in the novelty vein teaming piper Harry Prime and The Clark Sisters. Title gives off the bill of fare on this ditty with the rendition effective throughout. The cupid kids will like "Sentimental Rhapsody."

"Feathery Feelin'" (3:01)
"Blue Hawaiian Rose" (2:54)
FREDDY MARTIN ORCH.
(Victor 20-2709)

● Pair of flavorful sides by the popular Freddy Martin ork and the rhythm of "Feathery Feelin'" and "Blue Hawaiian Rose" seep thru. Balladeer Glenn Hughes grabs the lead for the top deck, with the light springy tones offered spilling in adequate fashion. Wordage of the ditty all wrapped up in a cloud should sit right with the younger set. Flip is a dreamy piece built around a Hawaiian theme with piper Clyde Rogers to the mike to spill the floating lyrics. Both sides are done up in light fashion and might click with the more sedate dinner set. Where they go for Martin—this pair should serve them well.

"Completely Yours" (3:04)
"The Loveliness Of You" (3:06)
VAUGHN MONROE ORCH.
(Victor 20-2712)

● Forceful and torrid tones by Vaughn Monroe and another potential coin winner with "Completely Yours." One of the more relaxing sides by Vaughn in quite some time, the deck reeks with the odor of buffalo hide throughout. Waxing is soft and tender and has that aura of tranquility about it. Vocal combo behind maestro Monroe's warbling blends well with the mood of the song likewise. Flip is more ballad material and another deck well loaded with possibilities. Wax ditto's the top side in mood and manner, with Vaughn and the gang coming thru with another superb performance. The moon in June crowd should grab onto this pronto—whirl it.

HOT in Harlem

The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

1 I LOVE YOU YES I DO
Bull Moose Jackson
(King 4181)
Ops can't knock this one off the boxes for love of money.

2 GONE AGAIN
Lionel Hampton O.
(Decca 24248)
"Gone Again" real gone in the boxes.

3 WHAT'S THE USE
Roy Milton
(Specialty 519)
In sixth place last week this plug Roy Milton tune moves up to take over the third spot.

4 HONEY, HONEY, HONEY
Hadda Brooks
(Modern 524)
Takes the big jump from tenth place to grab off a hunk of coin and the four spot.

5 BARNYARD BOOGIE
Louis Jordan
(Decca 24300)
Click Jordan chatter platter and more coin for the ops.

6 IF I DIDN'T HAVE YOU
Gladys Palmer
(Miracle 123)
Gladys Palmer still rides the boxes hot any heavy.

7 35-30
Paul Williams Sextet
(Savoy)
In fourth place last week—this click tune drops to the seventh spot here.

8 TRUE
Billy Eckstine
(MGM 10123)
Repeats its position of last week with ops pegging it higher.

9 845 STOMP
Earl Bostic
(King 4198)
(Gotham)
Drops from seventh place to take over this nine spot. Still getting heavy play.

10 HOT SAUCE BOSS
Earl Bostic
(King 4204)
(Gotham)
In fifth place a week ago—this ditty takes a dive this week. Ops still hold promise for the tune tho.

ON CHICAGO'S SOUTH SIDE!

1 **35-30**
Paul Williams Sextet
(Savoy 661)
Holds tight to first place with ops still going mad about this one.

2 **UNION MAN BLUES**
Andrew Tibbs
(Aristocrat 1101)
Another repeat and more coin power for the ops.

3 **KEEP A DOLLAR IN YOUR POCKET**
Roy Milton
(Specialty 522)
Moves all the way up from seventh place to latch on to this charmed spot

4 **SOOTHE ME**
Johnny Moore
(Exclusive 259)
In sixth place a week ago and into the fourth slot this week.

5 **BARNYARD BOOGIE**
Louis Jordan
(Decca 24300)
Moves down from third place to grab the fifth spot this week.

6 **I LOVE YOU YES I DO**
Bull Moose Jackson
(King 4181)
Still hot as a pistol with ops hailing this one as one of the best ever.

7 **ALL MY LOVE BELONGS TO YOU**
Bull Moose Jackson
(King)
Another climber for Bull Moose Jackson. Starts booming in the seventh spot.

8 **BUBBLES**
Bill Moore
(Savoy 662)
More new tunes with Bill Moore blossoming forth with "Bubbles".

9 **CORN SHUCKS BLUES**
Little Miss Corn Shucks
(Milton 243)
Ops peg this one for the top. Play starting heavily.

10 **HONEY, HONEY, HONEY**
Hadda Brooks
(Modern 524)
Watch this one climb say a zillion ops. Always a proven coin winner, chirp Hadda comes thru again.

America's No. 1 Juke Box Attraction!

Eddy HOWARD and his Orchestra

BIG in the BOXES with

SLEEPER OF THE WEEK

"NOW IS THE HOUR"
"TRUE"
MAJESTIC No. 1190

"ALL DRESSED UP WITH A BROKEN HEART"
"I'M LOOKING OVER A FOUR LEAF CLOVER"
MAJESTIC No. 1236

"BUT BEAUTIFUL"
"MY COUSIN LOUELLA"
MAJESTIC No. 1214

Coming Up!
"BEG YOUR PARDON"
"AN OLD SOMBRERO"
MAJESTIC No. 1220

Be sure to listen to our new Radio Show — "Sheaffer Parade" for Sheaffer Pen Co.
Sundays, 3-3:30 P.M., E.D.T. over NBC—Coast to Coast.

Cash in on America's Number 1 Juke Box Attraction—
Spot these HIT Majestic RECORDS in your machines.

Wall St. Bankers In Drive To Combine Independent Diskers—To Set Own Pressing and Distribution Outlets

Seek To Buy Out Race and Folk Firms. Will Open Three Plants. See Boon To Disk Biz.

CHICAGO — Word is spreading throughout the rialto here, to the effect that a large Wall Street banking firm, having just completed a survey of the record market, is now attempting to buy out and combine race and folk independent record firms into one unit for both manufacture and distribution purposes.

The temporary name which has been adopted, it is reported, is the General Record Distributing Company of America.

The reported plan is to have three plants operating in New York, Chicago and Los Angeles to handle the production for the firm. In addition, the organization plans on setting up their own outlets for distribution purposes in all major cities.

One well known indie manufacturer who was questioned, tho stating he knew of the plan and had been approached, was non-committal regarding any of the details. It is believed by many in the industry that the very ambitious program has many possibilities. Many also claim that it may prove to be a boon to the record industry.

At present, many independent diskers were learned to be awaiting first announcements of this new combine and are of the belief that such an announcement would be forthcoming shortly.

Could this organization succeed in buying out any large proportion of the indie diskers, they very well could become in an envious position. With more than 300 indie diskers flourishing in the nation today, and a goodly portion of them concerned with race and folk music, this new plan, if established, would do away with many of the very small firms. It is well to note that the alleged combine is reported set to break at an all important period in the disk biz. Many of the indies are experiencing vast difficulty in maintaining a fashionable financial account, largely owing to the present recording ban. Indies were known to have "gone in hock" to press a substantial amount of masters prior to the ban's institution.

Apollo Records Name Additional Distribs

NEW YORK — Ralph Berson, newly appointed general sales manager of Apollo Records, announced the signing of two men distributors for the label this past week.

Seabord Distributors, under the direction of Ralph Colucci, in Hartford, Conn., has been named to handle the Apollo line exclusively in Connecticut and western Massachusetts. H. B. Enterprises, headed by veteran distrib Howard Buncher, will handle the label out of New Orleans.

Initial orders by both new distributors and those in other parts of the country, Berson revealed, show extraordinary demand for the new Illinois Jacquet release, "Jumpin' At The Woodside". The disk was cut at the same session which produced "Robbins Nest".

The new appointments are in line with Berson's plan for intensifying Apollo distribution throughout the country.

MAD ABOUT YOU

Backed by

DEEP IN A DREAM

by RONNIE DEAUVILLE

HAILED BY ALL 3

CASH BOX "SLEEPER OF THE WEEK"
BILLBOARD "RECORD POSSIBILITIES"
"TIPS ON COMING TOPS"

SMASH RECORD HITS OF '48

Another Scoop For SUPER DISCS 3623 - 12th ST. N.W. WASHINGTON, D.C.

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In New Orleans, La.

1. **I LOVE YOU YES I DO**
   Bull Moose Jackson
   (King 4181)

2. **845 STOMP**
   Earl Bostic
   (King 4198)
   (Gotham 154)

3. **HONEY, HONEY, HONEY**
   Hadda Brooks
   (Modern 157)

4. **BELL BOY BOOGIE**
   Todd Rhodes
   (Vitacoustic 1001)

5. **MISS FANNY BROWN**
   Roy Brown
   (DeLuxe 1128)

6. **MY LOVE IS LIMITED**
   Amos Milburn
   (Alladin 201)

7. **WRITE ME A LETTER**
   The Ravens
   (National 9038)

8. **I CAN'T GIVE YOU ANYTHING BUT LOVE**
   Rose Murphy
   (Majestic 1204)

9. **STORMY MONDAY BLUES**
   T-Bone Walker
   (Black & White 122)

10. **HEY LITTLE GIRL**
    Paul Gayten Trio
    (De Luxe 1138)

The Top Ten Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly to The Cash Box By Leading Music Operators In Los Angeles, Cal.

1. **WRITE ME A LETTER**
   The Ravens
   (National 9038)

2. **I LOVE YOU YES I DO**
   Bull Moose Jackson
   (King 4181)

3. **KEEP A DOLLAR IN YOUR POCKET**
   Roy Milton
   (Specialty 522)

4. **HONEY, HONEY, HONEY**
   Hadda Brooks
   (Modern 524)

5. **BARNYARD BOOGIE**
   Louis Jordan
   (Decca 24300)

6. **LONG SKIRT BABY BLUES**
   T-Bone Walker
   (Black & White 122)

7. **TOMORROW NIGHT**
   Lonnie Johnson
   (King 4201)

8. **TRAIN TIME BLUES**
   Amos Milburn
   (Aladdin 206)

9. **RECESS IN HEAVEN**
   Dan Grissom
   (Jewel 2004)

10. **CADILLAC BOOGIE**
    Jimmy Liggins
    (Specialty 522)

RCA-Victor Ups Pop Line to 75 Cents; To Absorb Transportation Costs

MGM Only Diskery Remaining At 60c

NEW YORK—RCA-Victor Records announced to the trade this past week, that the list price of their popular black label series would be increased to 75¢ effective March 1st.

Victor thus becomes the last of the big four major recording companies to increase the sales price of their recordings.

While effecting an increase in the popular label, the plattery announced similar decreases in their international and jazz classic lines. The firm will also absorb transportation costs it was learned. Prices on their pop label will now be handled on a straight 40% discount basis, tax included.

Victor held the price line on their popular label much longer than many in the music industry expected. While the other major recording companies raised the price of their popular lines, Victor continued to remain at 60¢. Capitol and Columbia upped their disks to 75¢ well over a year ago, while Decca Records was the first plattery to increase their line. Only Capitol maintains a 60¢ pop platter, featuring a small segment of their artist roster on their black label. The bulk of their talent is featured on their purple label.

MGM Records thus becomes the only larve recording company in the field to maintain their 60¢ list price. It was learned that MGM had planned on continuing their present prices, but since the Victor increase, the plattery is known to be studying a possible increase in their record line also. Spokesmen for MGM disclosed that the diskery was taking the Victor announcement into account.

While the major recording companies have increased the price of their records, several small independent diskers were learned to be toying with the idea of possibly selling records to juke box operators at distributors' prices. Altho this would effect much dispute between the distributor and the manufacturer, diskers point out that they would increase the total bulk sales of records and account for the distributor's loss of revenue. Such an arrangement would aid the juke box operator immeasurably in the face of rising costs of operation throughout the automatic music merchandising field.

"Jungle Fantasy" Days Boom Rainbow Disk

NEW YORK—The first in a nationwide series of "Jungle Fantasy" days came off this past week in New York with every disc-jockey and Broadway music shop playing the click Rainbow platter.

The listener in New York and the metropolitan area was able to tune in from 6:00 A.M. right thru the next day at 5:00 A.M., and would hear "Jungle Fantasy" played by his favorite disc jockey at hourly intervals.

The recording by Esy Morales has aroused nation-wide interest and has been hailed by leading music technicians as the "hottest flute ever".

In addition to these playings, Morales made personal appearances on many of the jockey's programs. In conjunction with the national "Jungle Fantasy" days, advertising announcing the day will be featured in leading papers throughout the nation. The coast-to-coast series of simiiar days will include Boston, Buffalo, Philadelphia, Pittsburgh, Baltimore, New Orleans, Chicago, St. Louis, Cleveland, Detroit, Los Angeles, San Francisco, Denver and others.

It is estimated that there will be a total of twenty-seven "Jungle Fantasy" days. The promotion tie-up is believed to be the first of its kind.

CHERIO MUSIC says . . .
Up Your Take With
"ROSALINDA"
Recorded By
DICK THOMAS.....Decca 46114
RED BENSON .....Rainbow 10033
AL STUART .....Embassy 1005-P
RYTVOC recommends . . .
"I'M A LONELY LITTLE PETUNIA"
Recorded By
DICK 'Two-Ton' BAKER Mercury 5083
Mercury 5083
LAWRENCE WELK .....Decca 24197
TOMMY TUCKER .....Columbia
HARMONAIRES .....Embassy 1001
THE HAPPY GANG
Vic (Can.) 56-0022
Coming Up
"GIN RUMMY POLKA"
Recorded by AL STUART Emb. 1004
1585 BROADWAY, NEW YORK, N. Y.

Juke Box "NATURALS"
LARRY VINCENT'S
"THOSE WEDDING BELLS ARE BREAKING UP THAT OLD GANG OF MINE"
PEARL No. 20
"AM I WASTING MY TIME ON YOU"
PEARL No. 13
PEARL RECORD CO.
Route 1, Box 105, Covington, Ky.

Short Shots
From the Hills and Plains

An innovation in radio took place this past week, when the Hayride Party, heard daily over WSM at 5:45 PM is broadcast direct from Roy Acuff's house on the banks of the Cumberland River. The shows, featuring Acuff and his Smoky Mountain Boys, will be heard on alternate weeks in the future. Every other week, Hayride Party will feature Grant Turner playing the country's top folk music hits on records. A friendly get-together, Roy Acuff's only "studio audience" will be his neighbors who gather in his basement playroom for the broadcast each afternoon . . .

* * *

Bill Boyd and his cowboys are now airing from WRR in Dallas, Texas. . . . Nelson King of WCKY, Cincinnati, one of the nations top disc jockeys, had the midwest in stitches the other morning with his informal interview of Hank Williams of "Move It On Over" fame. . . . Gabe Drake's "I Lost My Love" is rapidly gaining ground in the rural hit parades via his Republic recording . . . Glad to see Denver Darling smashing through so strongly for MGM with his "Tuck Me To Sleep." . . . Just heard a test pressing of Tex Fletcher's Flint record of "Cactus Sue" backed with "Born To Lose." It's a honey of a pancake. . . . Ervin Victor of WKBW, Buffalo, New York, really deserves a big bow for his early morning show. He goes on the air at 4:30 A.M., and really sells records for the folk artists by his constant plugging on the 50,000 watter. So many people underestimate the value of those early morning shots. . . .

* * *

Ray Smith's first National platter "Remember Me" and "When My Day Rolls Around" is moving fast and furious we hear. . . . Gene Autry returned to the West Coast after a tour through the south and east. . . . Ed Ledd of WPAT, Paterson, N. J., is fast becoming one of the great disc jockeys in the east with his folk platter show appropriately tagged "Hi Neighbor." . . . Buck Lambert back up north after vacationing in Florida. Buck plays fiddle with Eddy Arnold, Rosalie Allen and a dozen other top acts. . . . Judy Canova is creating a revival of "No Letter Today" with her Majestic disk. . . . Captain Stubby's version of "Toolie Oolie Doolie" so ultra terrific. A shame he couldn't have recorded it. . . .

Awarded for the Best Record of 1947

VITAcoustic

MEANS

"LIVING SOUND"

From The Cash Box—Feb. 28

Betting against this hunk of wax means stacking the cards against yourself . . . bound to start the nation howling and yowling for more . . . Don Reid's tonsiling is superb . . . ditty is as catchy as the mumps . . . a grade A performance . . . "More Than Ever Before" is a disk you'll use 'more than ever before' . . .

DON REID

"MORE THAN EVER BEFORE"

Backed By

"Headin' Home"

On Metrotone 1011

ORDER NOW AND CASH IN BIG

Choice Territories Still Available

METROTONE RECORDS

712 CROWN ST. BROOKLYN, N. Y.

Phone—PResident 4-5086

"Folk" and "Western" Record Reviews

BULLSEYE of the WEEK

"Little Cowboy Lullaby"
"Closed For Repairs"

BOB WILLS
(MGM 10139)

● Topping the list this week in folk and western music is this pair by the rapidly rising favorite Bob Wills. With the metro of the top side, titled "Little Cowboy Lullaby" offered in slick manner and exceptional string backing, the platter shines for a heavy ride on the phonos. Ditty has loads of nostalgia therein and should prove attractive to the dance and listener fans alike. On the flip with more mellow western twang, Bob and his Texas Playboys send "Closed For Repairs" out for another wonderful performance. By all means get next to this duo—they're loaded for heavy phono play.

"What A Fool I Was"
"Anytime"

EDDY ARNOLD
(Victor 20-2700)

● There is no stopping this boy. The sensational Eddy Arnold steps out to offer another pair of platters that certainly seem destined to grab off a load of coin. "What A Fool I Was" and "Anytime" show Eddy and his group in fine manner with the mood and manner of both sides echoing brilliantly. Add to that Eddy's national popularity and you've got a pair that will do the trick anytime.

"Bury Me Deep"
"The Straight & Narrow Way"

TED DAFFAN'S TEXANS
(Columbia 38092)

● Pair of infectious sides which might click with music ops are these offered in pleasing tones by Ted Daffin's Texas. Curly Voogan to spill the sad, pathetic wordage of the top deck while the crew back him in appropriate manner. On the flip with a brighter piece titled "The Straight and Narrow Way," the gang give out with more material well loaded with possibilities. Both sides appear appealing—have a look see.

"Teardrops In My Heart"
"Slap 'er Down Agin Paw"

REX ALLEN
(Mercury 6095)

● Pair of sides currently making the rounds in many a phono are rendered here by Rex Allen and the Arizona Wranglers. Titled "Teardrops In My Heart" and "Slap 'er Down Agin Paw," the romantic Allen tonsils entwine around the top deck to set the stage for some phono play. On the flip with a real hot current click, the gang should come in for their fair share of phono attention. The pair merit your listening time—get next to 'em.

THE CASH BOX reports THE NATION'S Big 5 HILLBILLY FOLK & WESTERN JUKE BOX TUNES

1. **SLAP 'ER DOWN AGIN, PAW**
   Esmereldy
   (Musicraft 524)

2. **BUBBLES IN MY BEER**
   Bob Wills
   (MGM 10116)

3. **SIGNED, SEALED AND DELIVERED**
   Cowboy Copas
   (King 658)

4. **NEVER TRUST A MAN**
   Rosalie Allen
   (Victor 20-2608)

5. **WALTZ OF THE WIND**
   Roy Acuff
   (Columbia 38042)

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

I'M MY OWN GRANDPA
Lonzo & Oscar
(Victor 20-2563)

DON'T FLIRT WITH ME
Hank Thompson
(Capitol 40085)

ROSES HAVE THORNS
Jerry Irby
(MGM 10117)

THE KIND OF LOVE I CAN'T FORGET
Bob Wills
(Columbia 37926)

I'LL HOLD YOU IN MY HEART
Eddy Arnold
(Victor 20-2332)

Cleveland Phono Ops Select "I Love You Yes I Do" As Hit Tune For March

JACK COHEN
President,
Cleveland Phono Merchants Assoc.

CLEVELAND, O.—The Phonograph Merchants Association of Cleveland held its monthly Hit Tune Party this past week and selected "I Love You Yes I Do" as the Hit Tune of the Month for March.

The party was combined with a collegiate Disc Jockey Contest, and was held at Chin's Golden Dragon Restaurant in midtown Cleveland. Attending were members of the Association and many enthusiastic boosters of the Collegiate Disc Jockeys. The contest was sponsored by Lyon Tailoring Company, this city, and was presented over Radio Station WJMO, with Jockey Howie Lund holding forth as master of ceremonies. Orkster Bobby Sherwood, Cleveland's newest disc jockey, appeared as guest of the association.

All of the tunes played at the party were nominated by the phonograph merchants. "I Love You Yes I Do" won out over "The Treasure of Sierra Madre" in a closely contested contest.

Other tunes played are listed in the order of their popularity:

"There Ought To Be A Society"; "Teresa," "Ida," "I've Only Myself To Blame," "Little White Lies"; "Because"; "A Tree In A Meadow"; "Brazil"; "Encore Cherie"; "But Beautiful"; "Manana"; "I'll See You In My Dreams"; "Sophisticated Swing"; "Worry, Worry, Worry"; "Sabre Dance"; "If You Knew Susie"; "At The Candlelight Cafe"; and "Tonight You Belong To Me."

A SMASH JUKE BOX HIT!

"MY HAPPINESS"

featuring

JON & SONDRA STEELE

on

DAMON RECORD D-11133-B

#1 on Kansas City boxes and spreading rapidly!

Damon Recording Studios Inc.

1221 Baltimore
Kansas City, Missouri

THE CHOICE OF LEADING OPERATORS EVERYWHERE

AND NOW **THE PERMO POINT ROUND *with a* NEW PERMOMETAL (Osmium) ALLOY TIP**

DEVELOPED AND PRODUCED IN OUR OWN METALLURGICAL LABORATORY

This new osmium alloy has the amazing characteristic of longer needle life even when used on badly worn or inferior quality records while retaining the extreme kindness to records for which Permo Points have always been famous.

OUR PROMISE TO YOU, MR. OPERATOR:

UNDER LIKE CONDITIONS (SAME INSTRUMENT AND RECORDS) THIS PERMO POINT ROUND WITH THE NEW (OSMIUM) TIP

WILL OUTWEAR...
WILL GIVE LONGER RECORD LIFE...
WILL BE MORE DEPENDABLE...
WILL BE MORE ECONOMICAL...
THAN ANY OTHER CONVENTIONAL COIN PHONO NEEDLE MADE!

THE SAME PRICE SINCE 1938: 1 to 10 — 35c each, 11 to 99 — 32c each, 100 or more — 30c each

MORE PERMO NEEDLES SOLD THAN ALL LONGLIFE NEEDLES COMBINED

PERMO, INCORPORATED

6415 N. Ravenswood — Chicago 26, Ill.

— UNDISPUTED LEADERSHIP SINCE 1929 —

Specialty RECORDS, INC.
311 VENICE BLVD.
LOS ANGELES 15
CALIFORNIA
PRospect 6229

Roy Milton's
Latest

"KEEP A DOLLAR IN YOUR POCKET"

backed by

"MY BLUE HEAVEN"

SP522

Savoy Names 4 Distribs

CHICAGO—Herman Lubinsky, president of Savoy Records, passing through here from a trip throughout the Southwest and the West Coast, reported that he had appointed four new distributors.

In Dallas, Texas, Blue Ribbon Distributing Co.; in Houston, Texas, Macey Record Dist. Co.; in San Antonio, Texas, Crowe Martin Dist. Co., and in Los Angeles, Calif., the Modern Record Dist. Co., were named to handle the Savoy line.

Lubinsky also stated that he would make further distributor appointments and that announcements would be forthcoming very soon.

"...NIFTY"
—says Variety
About This Cooking Ballad
"WHO ARE WE TO SAY?"
Lyrics by CHARLES TOBIAS
Music by
VIN SANDRY & JEROME H. CLIFFORD
AS RECORDED BY
CHARLIE SPIVAK
And His Orchestra
on RCA VICTOR #20-2704

". . . Charlie Spivak (Victor) has that label's lone version of "Now Is the Hour", BUT FROM THE PERFORMANCE ANGLE IT'S NIFTIER ON THE OTHER SIDE, "WHO ARE WE TO SAY?," where he gives with lots of trumpet and Tommy Mercer and Irene Daye sell a corking lyric . . ."
—from Jocks, Jukes and Disks—Variety

Published By
TOBIAS & LEWIS
MUSIC PUBLISHERS
1650 BWAY, NEW YORK, N. Y.

THOUGHTLESS
the record that started the riot
BUDDY KAYE
Quintet with Tune-Timers
M-G-M #10137

MUSIC OPS ATTORNEY TO WASHINGTON—REPORT H. R. 2570 GOES TO JUDICIARY COMM.

Sidney H. Levine, Music Operators Counsel Goes To Washington, D. C.—Report ASCAP Bill Active

SIDNEY H. LEVINE

NEW YORK—Sidney H. Levine, attorney for the National Committee recently organized by the nations music operators associations prepared to leave for Washington, D. C. early this week to confront existing reports that House Bill No. 2570 has been reported out of the House Labor sub-committee and into the Judiciary Committee.

House Bill No. 2570, via which the American Society of Composers, Authors and Publishers (ASCAP) hopes to be able to collect revenue from the performance of its publishers members' copyrighted music in coin machines, was left in committee during Congressional hearings last summer.

The bill has been reported in the Judiciary Committee and ready to be proposed once again on the floor of Congress. Informed sources believed that the measure might possibly come up at the scheduled Judiciary Committee hearings on March 1. Hearings scheduled for that date are supposedly to deal with Representative Fred Lewis' consolidated copyrights bill.

It is well to note that H. R. 2570, which received extremely strong backing from a group of music protective associations is almost a duplicate of H. R. 1269, proposed by the National Association of Performing Artists (NAPA) at the hearings in Washington last summer also. 1269 never reached the floor of Congress and is believed by many to have been tabled.

Nevertheless, both measures seek one and the same thing. Extraction of royalty payments from members of the automatic music machine industry.

The national committee organized for the benefit of music operators throughout the nation represents sixty-eight of the leading automatic phonograph leaders in the country. The committee was formed recently for the specific purpose of combatting any legislation which the governing board deems detrimental to the music operator.

It was learned that many leading members of ASCAP, NAPA, MPPA and other trade organizations plan on being present in Washington, D. C. this coming week.

Gremlins—

NEW YORK—Herman Lubinsky, president of Savoy Records Inc., announced this past week that Majestic Brands, Inc., of this city, had been named to handle the foreign records of the firm only. Majestic Brands was formerly reported to have been named to handle the entire Savoy line.

Distributors in principal cities
On 20TH CENTURY
I'M A TUMBLEWEED 20-58
Harry Brannon and Orch.
I HAD BUT 50¢ 20-59
The Jesters
PHILADELPHIA BOOGIE ... 20-55
Len McCall and Orch.
Also, the ORIGINAL hit recording...
I'M MY OWN GRANDPA... 20-33
The Jesters
On GOTHAM
TEMPTATION G-160
Earl Bostic's Newest H-I-T!
Still at the top on the GOTHAM LABEL...
These Earl Bostic Hits
• 845 STOMP
• HOT SAUCE—BOSS!
• CUTTIN' OUT
BALLEN RECORD CO.
1416 Wood St. Phila.

Kid Disks For Phonos

CLEVELAND, O.—Something new in field of recordings is due to break, *The Cash Box* learned this past week.

Children's records, supposedly not good material for juke boxes, will soon hit the market—and in a form to which the music operators can rapidly take to.

The disks, labeled Gene Carroll "Animal Records" will feature animal voices singing popular tunes. Disks are being manufactured by Stapleton Industries, Inc., this city, who plan on setting up national distribution immediately.

First release for the company is four sides titled "Civilization," "You Were Meant For Me," "Hawaiian War Chant" and "Beg Your Pardon."

Paul Baron Resigns Majestic Post

NEW YORK—Following on the heels of the recent New York closing of Majestic Records, artist and repertoire topper Paul Baron this past week notified the plattery that he was leaving.

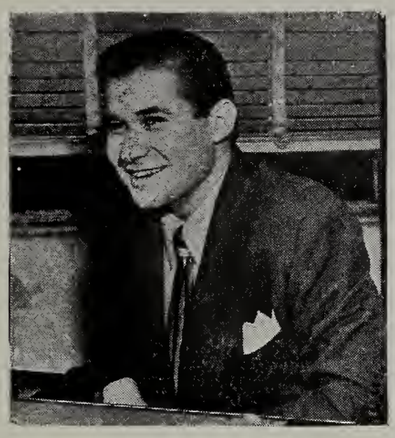
Baron's resignation in New York leaves Lee Savin as the only Majestic representative in this city. Baron is believed to have resigned after a series of conferences with Eugene Tracey, prexy of the Majestic firm.

Meanwhile, Savin is planning on setting up small office space in the city to handle the plattery's end here. Majestic recently was granted a petition allowing them to file proceedings under Chapter 11 of the Chandler Act.

Baron plans on heading to Europe to conduct singer Jean Sablon's continental concert tour and to handle his many interests abroad.

EDDIE "Mr. Cleanhead" VINSON
World's greatest blues singer and his orchestra
Exclusive MERCURY Recording Artist
Current Hit!
"OIL MAN BLUES"
"WANDERING MIND BLUES"
Mercury No. 8067
UNIVERSAL ATTRACTIONS ■ 347 MADISON AVE., N. Y.

Signature Records Announce National Distribution Plans



BOB THIEHLE
President, Signature Records, Inc.

NEW YORK—Following his announcement of available distributing territories, Bob Thiehle, Signature Records president, issued this week the first up to date list of distributing houses for the label.

The distributor program began on December 31, when the contract with its former national and exclusive distributor, the General Electric Supply Corporation, expired.

"The sifting through, and selection of the many applications made to Signature by distributing firms throughout the country occupied much of the time during the first six weeks of the year," Mr. Thiele announced. "Major criteria in the screening were that Signature must be the top label in each case, and that houses were to be primarily music merchants."

"Past experience," he continued, "has proved that catch all appliance outfits that use records as a sideline are not equal to wide awake music specialists."

"Earl Winters, Signature Sales Manager, followed a key city play in the setting up of distributors. New York, whose Modern Music Corp., under the helm of Nat Cohn has sold over 150,000 'Oh Marie' in the city alone, was the first to come into the fold, followed by Chicago, Boston, Philadelphia, St. Louis, Cleveland, Pittsburgh. Once the pattern was set, vacant territories in the lesser populated eastern areas were filled in. Canada is being covered by Ambassador Music of Windsor, which is mapping out expansion plans to cover all of the northwest."

With a Signature representative now on the West Coast busy selecting houses and increased distributor emphasis on the part of Thiehle and Winters, Signature it seems is well on its way toward its goal of a coast to coast compact group of alert distributors.

Another important policy adopted during the week from a series of staff meetings was the concentration of promotion upon one record per release. Previous policy has been to exploit the entire release of five or six records as a unit. This has been abandoned for peak promotion on that one record which has the best chance of breaking through into the top hit class. First in the new scheme will be the plugging of Johnny Long's newest release "Just Like That."

All My Love Belongs To You!

ANOTHER TERRIFIC HIT!

Greater than "I LOVE YOU YES I DO" KING 4181

by BULL MOOSE JACKSON

AND HIS BUFFALO BEARCATS

Following up his sensational recording of "I Love You Yes I Do," the number one race record throughout the nation, BULL MOOSE JACKSON comes through with another smash ballad done in the same style. The Buffalo Bearcats back up Jackson in this new tune that your customers will all be humming within the next few weeks. Get your order in now for this new BULL MOOSE JACKSON hit!

WRITE • PHONE • WIRE

KING RECORDS

EXECUTIVE OFFICES

1540 BREWSTER AVE. CINTI. 7, OHIO PLAZA 2211.

BRANCHES

CHARLOTTE, N. C.	819 W. MOREHEAD	PHONE 4-8409
CHICAGO, ILL.	2001 S. HALSTEAD	MONROE 7748
DALLAS, TEXAS	911 CAMP STREET	RIVERSIDE 2756
LOS ANGELES, CAL.	845 S. GRANDVIEW	FAIRFAX 7572
NEW YORK CITY (Cincy Records)	762 TENTH AVE.	COLUMBUS 5-7758
OKLAHOMA CITY	1317 N. BROADWAY	PHONE 3-9913

THE CASH BOX

DISC-HITS BOX SCORE

COMPILED BY

JACK "One Spot" TUNNIS

IN ORDER OF POPULARITY
BASED ON
WEEKLY NATIONAL SURVEY

BOX SCORE TABULATION COMPILED ON THE AVERAGE INDIVIDUAL PURCHASE ON THE BASIS OF 1000 RECORDS — LISTED IN ORDER OF POPULARITY, INCLUDING NAME OF SONG, RECORD NUMBER, ARTISTS, AND RECORDING ON THE REVERSE SIDE.

CODE

AL—Aladdin	JD—Joe Davis	RA—Rainbow
AP—Apollo	KI—King	RE—Regent
AR—Aristocrat	LI—Lissen	SA—Savoy
BU—Bullet	LO—London	SI—Signature
CA—Capitol	MA—Majestic	SP—Specialty
CE—Celebrity	ME—Mercury	SN—Standard Phono
CN—Continental	MG—M-G-M	ST—Sterling
CO—Columbia	MI—Miracle	TR—Trilon
CS—Coast	MN—Manor	UN—Universal
DE—Decca	MO—Modern	VI—Victor
DEL—DeLuxe	MU—Musicraft	VT—Vitacoustic
EX—Exclusive	NA—National	

	Feb. 28	Feb. 21	Feb. 14
1—Now Is the Hour	**102.9**	**67.8**	**48.5**
CA-15024—MARGARET WHITING *But Beautiful*			
CO-38061—HORACE HEIDT O. *I'll Never Say I Love You*			
CO-38115—BUDDY CLARK *Peculiar*			
DE-24279—BING CROSBY *Silver Threads Among The Gold*			
LO-110—GRACIE FIELDS			
ME-5103—LES PAUL TRIO *My Extraordinary Gal*			
MG-10125—KATE SMITH *I'll Never Say I Love You*			
MU-532—SHEP FIELDS O. *Lone Star Moon*			
MA-1191—EDDY HOWARD O. *True*			
SI-15178—RAY BLOCH O. *Nina-Nana*			
VI-20-2704—CHARLIE SPIVAK O. *Who Are We To Say*			
2—I'm Looking Over a Four Leaf Clover	**100.0**	**98.1**	**81.7**
CA-491—ALVINO REY ORCH. *Spanish Cavalier*			
CO-38100—TINY HILL ORCH. *Show Me The Way To Go Home*			
CO-38082—CODY FOX *I Only Want A Buddy*			
CO-38081—ARTHUR GODFREY *The Thousand Islands Song*			
DE-24319—RUSS MORGAN ORCH. *Bye Bye Blackbird*			
ME-5100—UPTOWN STRING BAND			
ME-5105—FRANKIE LAINE			
MG-10119—ART MOONEY ORCH. *The Big Brass Band From Brazil*			
MU-543—THE POLKA DOTS			
RA-10043—JIMMY SAUNDERS *Heart Breaker*			
SI-15117—RAY BLOCH ORCH. *But Beautiful*			
TR-220—ALEXANDER ORCH.			
VI-20-2668—THE THREE SUNS *Eccentric*			
3—Ballerina	**95.8**	**122.4**	**129.2**
CO-38040—BUDDY CLARK *It Had To Be You*			
DE-24265—ENRIC MADRIGUERA O. *Jungle Rhumba*			
DE-24278—BING CROSBY *Golden Earrings*			
ME-5075—JERRY SHELTON TRIO *The Stars Will Remember*			
MG-10035—JIMMY DORSEY O.			
MU-15116—MEL TORME *What Are You Doing New Years Eve?*			
VI-20-2433—VAUGHN MONROE O. *The Stars Will Remember*			
4—Serenade of the Bells	**92.9**	**95.7**	**78.7**
CA-75007—JO STAFFORD *The Gentleman Is A Dope*			
CO-37956—KAY KYSER ORCH. *Pass That Peace Pipe*			
DE-24258—GUY LOMBARDO ORCH. *Sipping Cider By The Zuyder Zee*			
ME-5090—VIC DAMONE *I'll Dance at Your Wedding*			
MG-10091—BOB HUSTON *A Tune For Humming*			
VI-20-2372—SAMMY KAYE ORCH. *That's What Every Young Girl Should Know*			
5—Golden Earrings	**89.0**	**94.1**	**81.2**
CA-15009—PEGGY LEE *I'll Dance at Your Wedding*			
CO-37932—DINAH SHORE *The Gentleman Is a Dope*			
DE-24278—BING CROSBY *Ballerina*			
DE-24277—VICTOR YOUNG ORCH. *All Through the Night*			
DE-24270—GUY LOMBARDO ORCH. *You Are Never Away*			
ME-3072—ANITA ELLIS *Love for Love*			
MG-10085—JACK FINA ORCH.			
VI-20-2585—CHARLIE SPIVAK ORCH. *Tenderly*			
6—How Soon	**56.9**	**65.8**	**74.3**
CO-37952—DINAH SHORE *Fool That I Am*			
DE-24101—CARMEN CAVALLERO — BING CROSBY *You Do*			
MA-1179—DICK FARNEY			
ME-5069—JOHN LAURENZ *You Call It Madness*			
TO-1258—JACK OWENS *Begin The Beguine*			
TR-195—GUY CHERNEY *Peggy O'Neil*			
VI-20-2523—VAUGHN MONROE ORCH. *True*			
7—Manana	**56.1**	**40.5**	**44.6**
CA-15022—PEGGY LEE *All Dressed Up With A Broken Heart*			
DE-24333—THE MILLS BROS. *I Wish I Knew The Name*			
8—I'll Dance at Your Wedding	**55.3**	**64.8**	**53.9**
CA-15009—PEGGY LEE *Golden Earrings*			
CO-37967—RAY NOBLE ORCH. *Those Things Money Can't Buy*			
DE-24318—GUY LOMBARDO O. *Thoughtless*			
DE-24266—JANIE LEITT *Please Don't Play Number Six Tonight*			
ME-5090—VIC DAMONE *Serenade of the Bells*			
MG-10095—HELEN FORREST			
VI-20-2512—TONY MARTIN *Carolina in the Morning*			
9—Beg Your Pardon	**53.8**	**42.1**	**45.6**
BU-1700—FRANCIS CRAIG O.			
CA-490—DINNING SISTERS *Melancholy*			
CO-38036—FRANKIE CARLE O. *The Dream Peddler*			
DE-24339—RUSS MORGAN O. *All Dressed Up With A Broken Heart*			
MG-10140—ART MOONEY ORCH.			
VI-20-2647—LARRY GREEN O. *Can It Ever Be The Same*			

	Feb. 28	Feb. 21	Feb. 14
10—Pianissimo	**35.4**	**28.6**	**7.9**
CO-38051—BUDDY CLARK *You're Too Dangerous, Cherie*			
DE-24309—BOB CARROLL *One Raindrop Doesn't Make A Shower*			
ME-5089—SNOOKY LANSON			
MG-10118—BOB HOUSTON *I'm All Dressed Up With A Broken Heart*			
MU-527—MINDY CARSON *What Do You Want To Make Those Eyes At Me For*			
VI-20-2593—PERRY COMO *I've Got A Feeling I'm Falling*			
11—Too Fat Polka	**35.3**	**37.8**	**64.9**
CA-480—THE STARLIGHTERS *Your Red Wagon*			
CO-37921—ARTHUR GODFREY *For Me and My Gal*			
DE-24268—ANDREWS SISTERS *Your Red Wagon*			
MA-6022—SLIM BRYANT			
ME-5079—TWO TON BAKER ORCH. *With a Hey and a Hi*			
MG-10106—BLUE BARRON ORCH. *Mickey*			
VI-20-2609—LOUIS PRIMA ORCH. *If I Only Had a Match*			
12—I'm My Own Grandpa	**25.3**	**20.7**	**16.8**
CO-38068—TONY PASTOR O. *The Secretary Song*			
DE-24288—GUY LOMBARDO O. *Frankie & Johnny*			
KI-694—GRANDPA JONES			
ME-6087—TINY HILL O. *The Eyes of Texas*			
MG-10136—THE KORN KOBBLERS			
MU-536—ESMERELDY			
TC-20-33—THE JESTERS			
VI-20-2563—LONZO & OSCAR			
13—Sierra Madre	**23.6**	**18.1**	**20.3**
CO-38026—RAY NOBLE ORCH. *Two Loves Have I*			
DE-24280—DICK HAYMES *Little White Lies*			
ME-5086—JOHN LAURENZ *I Understand*			
VI-20-2590—FREDDY MARTIN ORCH. *Don't Call It Love*			
14—Because	**21.1**	**8.6**	**—**
VI-20-2653—PERRY COMO *If You Had All The World And All Its Gold*			
15—In A Little Book Shop	**20.7**	**—**	**—**
CO-38041—DINAH SHORE *I'll Always Be In Love With You*			
DE-24285—GUY LOMBARDO O. *Melancholy*			
ME-5088—ART KASSEL O. *I've Got A Feeling I'm Falling*			
MG-10115—FRANKIE MASTERS O. *Loaded Pistols, Loaded Dice*			
VI-20-2573—VAUGHN MONROE O. *Passing Fancy*			
16—Matinee	**10.1**	**5.6**	**—**
CA-15041—GORDON MacRAE *Feathery Feelin'*			
CO-38083—BUDDY CLARK *Haunted Heart*			
DE-24375—BOB EBERLY *It's All Over But The Crying*			
VI-20-2671—VAUGHN MONROE O. *Someone Cares*			
17—But Beautiful	**10.0**	**17.9**	**9.9**
CA-15024—MARGARET WHITING *Now Is The Hour*			
CO-38053—FRANK SINATRA *If I Only Had a Match*			
DE-24283—BING CROSBY *The One I Love*			
DE-24294—BING CROSBY *Experience*			
ME-5096—FRANKIE LAINE *I've Only Myself To Blame*			
MG-10126—ART LUND *Love Is So Terrific*			
MU-538—MEL TORME *Night and Day*			
SI-15117—RAY BLOCH *Four Leaf Clover*			
VI-20-2616—TEX BENEKE ORCH. *You Don't Have To Know The Language*			
18—Slap 'Er Down Agin, Paw	**9.9**	**11.5**	**6.8**
CO-38006—ARTHUR GODFREY			
ME-6095—REX ALLEN			
MU-524—ESMERELDY			
VI-20-2686—PATSY MONTANA			
19—Your Red Wagon	**9.7**	**6.9**	**11.9**
CA-480—THE STARLIGHTERS *Too Fat Polka*			
CO-37973—TONY PASTOR O. *Gonna Get A Girl*			
DE-24268—ANDREWS SISTERS *Too Fat Polka*			
MA-7275—RAY McKINLEY O. *A Man's Best Friend Is His Bed*			
MG-10114—JACKIE PARIS TRIO *Skylark*			
VI-20-2677—COUNT BASIE O. *Robbins Nest*			
20—Pass that Peace Pipe	**9.2**	**24.7**	**28.7**
CA-15010—MARGARET WHITING *Let's Be Sweathearts Again*			
CO-37956—KAY KYSER O. *Serenade of the Bells*			
DE-24269—BING CROSBY *Suspense*			
MA-1176—MARTHA TILTON *A Fellow Needs A Girl*			
ME-5080—HARRY COOL O. *I Wouldn't Be Surprised*			
MG-10112—ART MOONEY O. *I'm Waiting For Ships That Never Come In*			
VI-20-2483—BERYL DAVIS			

ADDITIONAL TUNES LISTED BELOW IN ORDER OF POPULARITY

21—Civilization	**9.1**	**36.2**	**44.4**
22—My Old Flame	**9.0**	**3.6**	**2.8**
23—Near You	**8.9**	**15.5**	**20.1**
24—Shine	**8.8**	**6.3**	**7.4**
25—If I Only Had a Match	**5.9**	**1.7**	**—**
26—Ooh! Look-A There Ain't She Pretty?	**5.8**	**5.1**	**2.6**
27—Papa Won't You Dance with Me?	**5.7**	**5.0**	**2.9**
28—Corabelle	**5.5**	**5.2**	**7.8**
29—I Still Get Jealous	**4.2**	**—**	**—**
30—All Dressed Up With a Broken Heart	**2.9**	**1.8**	**—**
31—Gonna Get a Girl	**2.8**	**4.3**	**6.7**
32—How Lucky You Are	**2.3**	**—**	**—**
33—Whiffenpoof Song	**2.2**	**7.3**	**7.5**
34—Thousand Islands Song, The	**2.1**	**5.3**	**1.8**
35—You Do	**2.0**	**9.2**	**22.8**
36—Love Is So Terrific	**1.9**	**—**	**—**
37—So Far	**1.7**	**2.4**	**9.4**
38—At the Candlelight Cafe	**1.3**	**2.3**	**5.9**
39—Two Loves Have I	**1.1**	**1.9**	**14.4**
40—Passing Fancy	**1.0**	**—**	**—**

JUKE BOX REGIONAL RECORD REPORT

The Ten Top Records-City by City

MARCH 6, 1948

New York

1. FOUR LEAF CLOVER *(Art Mooney)*
2. MANANA *(Peggy Lee)*
3. BECAUSE *(Perry Como)*
4. BEG YOUR PARDON *(Francis Craig)*
5. THOUGHTLESS *(Guy Lombardo)*
6. I'M MY OWN GRANDPAW *(Guy Lombardo)*
7. NOW IS THE HOUR *(Bing Crosby)*
8. SHINE *(Frankie Laine)*
9. BALLERINA *(Vaughn Monroe)*
10. TERESA *(Vic Damone)*

Chicago

1. NOW IS THE HOUR *(Bing Crosby)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. MANANA *(Peggy Lee)*
4. BEG YOUR PARDON *(Frankie Carle)*
5. GOLDEN EARRINGS *(Peggy Lee)*
6. BUT BEAUTIFUL *(Bing Crosby)*
7. SHINE *(Frankie Laine)*
8. I'M MY OWN GRANDPAW *(Guy Lombardo)*
9. BALLERINA *(Vaughn Monroe)*
10. THOUGHTLESS *(Vic Damone)*

Los Angeles

1. FOUR LEAF CLOVER *(Art Mooney)*
2. BEG YOUR PARDON *(Francis Craig)*
3. ALL DRESSED UP WITH A BROKEN HEART *(Peggy Lee)*
4. KING SIZE PAPA *(Julia Lee)*
5. NOW IS THE HOUR *(Bing Crosby)*
6. LOVE IS SO TERRIFIC *(Vic Damone)*
7. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
8. MANANA *(Peggy Lee)*
9. BIG BRASS BAND FROM BRAZIL *(Art Mooney)*
10. TERESA *(Vic Damone)*

Nashville, Tenn.

1. BEG YOUR PARDON *(Francis Craig)*
2. ALL DRESSED UP WITH A BROKEN HEART *(Peggy Lee)*
3. MANANA *(Peggy Lee)*
4. BALLERINA *(Vaughn Monroe)*
5. HOW SOON *(Bing Crosby)*
6. YOU DO *(Bing Crosby)*
7. THE BEST THINGS IN LIFE ARE FREE *(Jo Stafford)*
8. GOLDEN EARRINGS *(Peggy Lee)*
9. WHAT'LL I DO *(King Cole Trio)*
10. DON'T YOU LOVE ME ANYMORE *(Freddy Martin)*

Saginaw, Mich.

1. FOUR LEAF CLOVER *(Russ Morgan)*
2. NOW IS THE HOUR *(Bing Crosby)*
3. BEG YOUR PARDON *(Frankie Carle)*
4. MANANA *(Peggy Lee)*
5. HOW SOON *(Bing Crosby)*
6. SIERRA MADRE *(Dick Haymes)*
7. YOUR RED WAGON *(Guy Lombardo)*
8. SERENADE OF THE BELLS *(Sammy Kaye)*
9. BALLERINA *(Vaughn Monroe)*
10. TOO FAT POLKA *(Arthur Godfrey)*

Montreal, Can.

1. BALLERINA *(Vaughn Monroe)*
2. NEAR YOU *(Francis Craig)*
3. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
4. GOLDEN EARRINGS *(Peggy Lee)*
5. AND MIMI *(Dick Haymes)*
6. HOW SOON *(Bing Crosby)*
7. PASS THAT PEACE PIPE *(Bing Crosby)*
8. TOO FAT POLKA *(Arthur Godfrey)*
9. CIVILIZATION *(Louis Prima)*
10. PEGGY O'NEIL *(The Harmonicats)*

Rochester, N. Y.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. BALLERINA *(Vaughn Monroe)*
3. NOW IS THE HOUR *(Bing Crosby)*
4. HOW SOON *(Jack Owens)*
5. GOLDEN EARRINGS *(Peggy Lee)*
6. MANANA *(Peggy Lee)*
7. ALL DRESSED UP WITH A BROKEN HEART *(Peggy Lee)*
8. TWO LOVES HAVE I *(Perry Como)*
9. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
10. SERENADE OF THE BELLS *(Sammy Kaye)*

Manchester, N. H.

1. MANANA *(Peggy Lee)*
2. SHINE *(Frankie Laine)*
3. NOW IS THE HOUR *(Eddy Howard)*
4. MY BLUE HEAVEN *(Herb Jeffries)*
5. SERENADE OF THE BELLS *(Sammy Kaye)*
6. BALLERINA *(Vaugn Monroe)*
7. FOUR LEAF CLOVER *(Art Mooney)*
8. IF I ONLY HAD A MATCH *(Jimmy Dorsey)*
9. THE THINGS YOU LEFT IN MY HEART *(Darwin Dane)*
10. TERESA *(Vic Damone)*

Stamford, Conn.

1. MANANA *(Peggy Lee)*
2. SHINE *(Frankie Laine)*
3. TOOLIE OOLIE DOOLIE *(Vaughn Horton)*
4. NOW IS THE HOUR *(Gracie Fields)*
5. THOUGHTLESS *(Buddy Kaye)*
6. BALLERINA *(Vaughn Monroe)*
7. IN A LITTLE BOOK SHOP *(Vaughn Monroe)*
8. THE LAST POLKA *(Sammy Kaye)*
9. MATINEE *(Buddy Clark)*
10. LITTLE WHITE LIES *(Dick Haymes)*

Salisbury, N. C.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. SLAP HER DOWN AGIN PAW *(Arthur Godfrey)*
3. NOW IS THE HOUR *(Bing Crosby)*
4. TOO FAT POLKA *(Arthur Godfrey)*
5. I'M MY OWN GRANDPAW *(Guy Lombardo)*
6. BEG YOUR PARDON *(Francis Craig)*
7. BALLERINA *(Vaughn Monroe)*
8. MANANA *(Peggy Lee)*
9. SERENADE OF THE BELLS *(Sammy Kaye)*
10. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*

Milwaukee, Wisc.

1. MANANA *(Peggy Lee)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. NOW IS THE HOUR *(Margaret Whiting)*
4. BALLERINA *(Vaughn Monroe)*
5. I'M MY OWN GRANDPAW *(Jo Stafford)*
6. SHINE *(Frankie Laine)*
7. GOLDEN EARRINGS *(Peggy Lee)*
8. HOW SOON *(Jack Owens)*
9. BEG YOUR PARDON *(Francis Craig)*
10. PIANISSIMO *(Perry Como)*

Washington, D. C.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. BALLERINA *(Vaughn Monroe)*
3. BEG YOUR PARDON *(Francis Craig)*
4. NOW IS THE HOUR *(Bing Crosby)*
5. GOLDEN EARRINGS *(Peggy Lee)*
6. I'LL DANCE AT YOUR WEDDING *(Peggy Lee)*
7. MANANA *(Peggy Lee)*
8. HOW SOON *(John Laurenz)*
9. SERENADE OF THE BELLS *(Jo Stafford)*
10. TOO FAT POLKA *(Arthur Godfrey)*

Woodburn, Ore.

1. BALLERINA *(Vaughn Monroe)*
2. SERENADE OF THE BELLS *(Sammy Kaye)*
3. TOO FAT POLKA *(Arthur Godfrey)*
4. FOUR LEAF CLOVER *(Art Mooney)*
5. HOW SOON *(Bing Crosby)*
6. NOW IS THE HOUR *(Eddy Howard)*
7. BEG YOUR PARDON *(Francis Craig)*
8. MICKEY *(Ted Weems)*
9. NEVER TRUST A MAN *(Rosalie Allen)*
10. HOW SOON *(Jack Owens)*

Columbus, O.

1. BALLERINA *(Vaughn Monroe)*
2. BEG YOUR PARDON *(Frankie Carle)*
3. TOO FAT POLKA *(Arthur Godfrey)*
4. FOUR LEAF CLOVER *(Art Mooney)*
5. GOLDEN EARRINGS *(Peggy Lee)*
6. I'LL DANCE AT YOUR WEDDING *(Vic Damone)*
7. SERENADE OF THE BELLS *(Sammy Kaye)*
8. HOW SOON *(Jack Owens)*
9. SLAP 'ER DOWN AGIN PAW *(Arthur Godfrey)*
10. THOUGHTLESS *(Guy Lombardo)*

Boston, Mass.

1. NOW IS THE HOUR *(Bing Crosby)*
2. RED WING *(Sam Donahue)*
3. FOUR LEAF CLOVER *(Art Mooney)*
4. MICKEY *(Ted Weems)*
5. MANANA *(Peggy Lee)*
6. I'LL DANCE AT YOUR WEDDING *(Peggy Lee)*
7. BLUE & SENTIMENTAL *(Count Basie)*
8. LITTLE WHITE LIES *(Dick Haymes)*
9. BEG YOUR PARDON *(Francis Craig)*
10. ROBBINS NEST *(Sam Donahue)*

Sioux Falls, S. D.

1. NOW IS THE HOUR *(Eddy Howard)*
2. MANANA *(Peggy Lee)*
3. STRING OF PEARLS *(Glenn Miller)*
4. FOUR LEAF CLOVER *(Art Mooney)*
5. BEG YOUR PARDON *(Francis Craig)*
6. BALLERINA *(Vaughn Monroe)*
7. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
8. I'M MY OWN GRANDPAW *(Guy Lombardo)*
9. BEST THINGS IN LIFE ARE FREE *(Jo Stafford)*
10. BUT BEAUTIFUL *(Margaret Whiting)*

Omaha, Nebr.

1. FOUR LEAF CLOVER *(Art Mooney)*
2. BEG YOUR PARDON *(Frankie Carle)*
3. NOW IS THE HOUR *(Eddy Howard)*
4. PASS THAT PEACE PIPE *(Kay Kyser)*
5. GOLDEN EARRINGS *(Peggy Lee)*
6. BUT BEAUTIFUL *(Margaret Whiting)*
7. HOW SOON *(Jack Owens)*
8. MANANA *(Peggy Lee)*
9. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
10. TWO LOVES HAVE I *(Perry Como)*

Littletown, Pa.

1. BEG YOUR PARDON *(Francis Craig)*
2. FOUR LEAF CLOVER *(Art Mooney)*
3. BALLERINA *(Vaughn Monroe)*
4. NOW IS THE HOUR *(Bing Crosby)*
5. PASS THAT PEACE PIPE *(Kay Kyser)*
6. YOUR RED WAGON *(Tony Pastor)*
7. I'LL DANCE AT YOUR WEDDING *(Buddy Clark)*
8. HOW SOON *(Vaughn Monroe)*
9. MATINEE *(Vaughn Monroe)*
10. SERENADE OF THE BELLS *(Sammy Kaye)*

USE THESE CARDS — FOR YOUR CONVENIENCE—WE PAY POSTAGE

USE THIS PREPAID POSTCARD TO LIST YOUR TEN TOP TUNES FOR THE WEEK

	NAME OF RECORD HERE	ARTIST OR BAND HERE
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

WHAT RECORDS NOT LISTED ABOVE ARE "COMING UP" IN YOUR AREA

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NAME.....

FIRM .....

ADDRESS .....

CITY ..... STATE .....

DISPLAY ADVERTISING — $7.00 Per Column Inch

Above Space—3 Inches—1 Column
Rate $21.00
WRITE IN YOUR COPY AND MAIL

Above Space — 2 Inches — 2 Columns — Rate $28.00
WRITE IN YOUR COPY AND MAIL

If You Desire Larger Space, Check Off Below, Send Us Your Copy, We'll Prepare an Attractive Ad.

COLUMN INCH (2⅜" Wide by 1" High)	$ 7.00
QUARTER PAGE (3¼" High by 7½" Wide) or (4¾" High by 4⅞" Wide)	68.25
ONE-THIRD PAGE (6½" High by 4⅞" Wide)	91.00
HALF PAGE (6½" High by 7½" Wide)	136.50
TWO-THIRDS PAGE (13" High by 4⅞" Wide)	182.00
FULL PAGE (13" High by 7½" Wide)	273.00

CLEAR ACROSS THE LINE — ONLY $1.00

EACH LINE IS 7½ INCHES LONG — ALL YOU CAN TYPE OR WRITE ON THIS CARD ON ONE LINE — ONLY $1.00. WHATEVER YOU HAVE FOR SALE — OR WANT TO BUY — WILL APPEAR IN NEXT WEEK'S ISSUE — CLASSIFIED SECTION, NAME, ADDRESS, AND PHONE NUMBER FIGURES AS ONE LINE. ADS CLOSE WEDNESDAY 5 P.M. EACH WEEK. WRITE YOUR AD ON THIS CARD AND MAIL.

ALL ADS — CASH WITH ORDER

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

NAME.....

ADDRESS..... PHONE No.....

CITY..... ZONE..... STATE.....

FIRST CLASS
PERMIT No. 43309
(Sec. 510, P. L. & R.)
NEW YORK, N. Y.

BUSINESS REPLY CARD
NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

4c—POSTAGE WILL BE PAID BY—

THE CASH BOX
381 FOURTH AVENUE
NEW YORK (16), N. Y.

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THE CASH BOX

AUTOMATIC MERCHANTS' SECTION

March 6, 1948

GEORGE SEEDMAN

Treasurer of the Rowe Corporation, parent firm of all the Rowe companies, who has won many compliments for his sincere and untiring efforts in behalf of the nation's automatic merchants. An attorney who practised his profession in Birmingham, Ala. and New York City, prior to entering into the Rowe organization, Seedman was very well equipped to take over the Chairmanship of the Convention Committee which handled all details for the NAMA show at the Palmer House in December, 1947. He is daily winning more and more friends because of his intelligent work in behalf of the automatic merchandising industry.

"The Dawn of a New Era in Automatic Selling"

THE ALPHABET OF A SUCCESSFUL AUTOMATIC MERCHANDISER

Editor's Note: *In 1930, eighteen years ago, this feature story was written by the publisher of* The Cash Box *and was widely publicized at that time. It is extremely interesting for all now engaged in the automatic merchandising machine industry to once again read this story and note how closely it ties in with the present era.*

A through F appeared in the February 28 issue.

(G) Must Fill Public Needs.

The very first requirement of any merchandising machine is that it must fill a definite public need. One of the best examples of this feature are the cigarette merchandisers. They not only have the faculty of meeting conditions for emergency sales but are accepted under a great many more important conditions on almost every location simply because they fill a definite public need. The same is true of the gum machines and many of the candy machines and others now on the market. If the machine does not fill a definite public need it naturally has little value.

(H) Not Competitive to Cut Prices.

To be successful in any business there must be some elevation above the price cutting influence which seems at present to greatly predominate the retailing scene. Therefore, the merchandise vended by any machine should not be too competitive to cut-price merchandise. It would be an unusually hard and pioneering task to introduce machines to any city where the same merchandise the machines are expected to vend can be purchased for one-third the price and service given with a smile. The only chance such a machine would have would be for emergency purchases and these are never great enough to produce sufficient income for success.

(I) Must Vend Nationally Recognized Merchandise.

To be truly successful and to gain quick recognition from the public the merchandiser must vend nationally advertised and nationally recognized merchandise. This is one statement which is thoroughly agreed upon by every experienced merchandise machine operator. A nationally advertised product has gained the confidence of the public. Sales are three times faster than for unknown products (this is an unusually conservative estimate) which means, that even if the margin of profit is smaller, the machine will continue to earn more steady income for many years to come.

(J) Staple Item Necessary.

For assured success with any merchandising machine the product to be vended must be a staple item so that sales can be accurately gauged both winter and summer. A staple item always has a greater chance for success. It is part of the public's existence. It has acceptance anywhere in any community. As the merchandise operator grows with his business he soon learns the necessary amount of merchandise he needs both winter and summer and this makes for better operating as well as less overhead expense.

(K) Flexibility Necessary.

Every merchandiser must be flexible so that it need not be confined to any one type of location. This is the result of many years of effort on the part of better merchandising machine manufacturers. At first, many operators who entered the business categoried certain equipment to one type of location. Today machines of a single type can be found in almost every kind of retail establishment from shoe shine shops to the leading department store of the town as well as in lobbies of office and apartment buildings. Without this type of flexibility the operator starts out with a distinct disadvantage hard to overcome.

(L) Portabilty.

Many years ago a new vending machine manufacturer entered the field and his very first ad carried the statement, "Our machines are portable". Look for portability in every merchandiser. It is one of the real necessities. Locations that do not pay, locations that require changes, and dozens of other conditions that must be met with from the operating standpoint require that the modern merchandiser be portable in every way.

(M) Adjustability.

Every merchandiser must be adjustable to more than one brand of merchandise to really be a lifetime machine. For example, one of the most profitable discoveries a few years back by the peanut machine operators was that pistachios were profitable. Instantly they arranged for the sale of pistachios thru their same machines. The same must be true of candy bar machines. If Hersheys do not prove profitable on one location and Nestles do, then the machine must be so constructed that the operator can make this change. The same is true in the matter of chewing gum, cigarettes and other items. Of course there are machines which are arranged for individual items. But, unless taken on for very large operations such machines have proven themselves to be most profitable when used in conjunction with other merchandise vendors.

(N) Must Be Cooperative.

Every merchandiser should be cooperative to another. In short, cigar machines are cooperative to cigarette machines. By attaching a cigar machine to a cigarette machine many operators have been able to realize extra profits. This is true where candy, gum and bulk merchandise machines are concerned. On certain locations in Brooklyn there are as many as five bulk merchandisers on only one or two stands in front of some of the tiniest candy stores. Each vending a separate and distinct item and yet each cooperative to the other: Pistachio nuts, peanuts, sunflower seeds and pine tree nuts. Just as the modern cigarette machine operator attaches cigar and gum and candy machines to his present machine, so should each merchandiser be complementary to the other. Tho this feature will not make a merchandiser unprofitable if it does not exist, yet is a feature that can aid in general profit if it is there. In short, it is just as easy to service an extra machine on the same location.

(O) Conserve Space.

No merchandiser should take up too much space, yet it should be sufficiently attractive to get customer attention and aid location appearance generally. Of late years this has become a most important feature. Drug stores with their many cut rate merchandise counters. Candy stores with their many toy stands. Taverns with their devices. And almost every type of retail establishment featuring something hazily connected with its own line to gain more customer profit has forced the intelligent manufacturer to make his machine more compact in every possible fashion. This is one feature that should not be overlooked. Even as merchandisers grow larger, yet the demand for space is at a premium and the resistance is always greatest on the part of the retailer where more space than is generally used for vending equipment is being asked for.

(P) Impressiveness.

In addition to all these other features so necessary to the success of each machine is this all important fact, that it must be impressive. Sufficiently impressive to gain the respect of both the public and the location. Without this respect no merchandise machine ever gets the right attention or the proper profits.

To be continued in the next (March 13. 1948) issue, completing the entire alphabet from (A) to (Z).

INCREASE IN PRICE OF STEEL MAY REFLECT IN PRICE OF VENDORS

PITTSBURGH, PA.—According to some steel experts, the recent announcement by the steel industry that it would increase the price of ingots, blooms and other semi-finished steel by $5 per ton, will compel non-integrated steel manufacturers to raise their prices on finished steel.

With steel difficult to obtain at this time, and when it is available, the price is such that manufacturers of coin operated equipment find it necessary to sell their machines at high prices. Unless these manufacturers can absorb the present increase, the cost of merchandise vendors is bound to increase, it is stated.

Machines are high priced now, and any further increase would make it impossible to operate most of the equipment without a coin chute calling for a higher denomination coin. At present, many in the industry are seeking some method of getting additional money for the products vended. It has been suggested that a 7½c coin would be the answer, but it's questionable that this amount would be sufficient to cover a profitable operation should the price of equipment be increased further.

Many of the country's leaders have issued beligerent statements aimed at the steel industry, and a committee in the Senate is being formed to investigate the current increase. In addition President Truman has requested three different government departments to investigate. It's been pointed out that profits for 1947 by the leading steel producers have been far above any earned in preceding years. However, the coin machine industry cannot be overly optimistic as steel is being allocated to what is termed essential manufacturers. It was hoped that the recent slump in the grain market would lower the demand for farm machinery, and that more steel would be available to the vending machine industry. Even if this condition were to become a reality at this time, the price is sure to have a harmful effect on the plans of the merchandise machine manufacturers.

It is pointed out, however, that many manufacturers in production at this time have sufficient steel to take care of their current needs, and they will see what happens for the future.

Increases Production Of Coin Mechanism

WALTER A. TRATSCH

CHICAGO—Walter Tratsch, ABT Manufacturing Corporation, this city, announced that they have recently increased their production schedules on the coin unit that permits machine manufacturers to adapt it to fit the needs of their respective machines. It is pointed out that this newly developed coin unit can easily be incorporated into the design of many of the new vendors that require a coin unit that is compact and yet serve its purpose 100%.

"We are manufacturing both electrical and mechanical units" stated Tratsch, "each having the same dimensions—5½ x 12 x 2½ inches. The unit handles a single coin or combinations of coins. If the merchandise to be vended requires the insertion of two coins of different denominations, the coin unit includes two coin chutes, and is slightly deeper."

R. L. Budde, assistant to Tratsch, pointed out that the separate units can easily be attached to the outside of a cabinet.

Introduces Drink Vendor At Two Day Showing In Memphis, Tenn.

NASHVILLE, TENN.—Ed Young, Tennessee Drink-o-Mat Company, recently appointed franchise operator in this territory for Drink-o-Mat Industries, Inc., New York City, held a public showing at the Noel Hotel, this city, to introduce the new drink vendor.

Albert Cole, president, Richard Cole, vice-president, and Sam Kresberg, executive vice-president of the manufacturing firm, were on hand for the showing and report that it attracted a great deal of interest.

Dick Cole stated that other territories are being alloted and that announcements will be made as each new firm is appointed.

Stoner To Manufacture Low Priced Cigarette Machine

AURORA, ILL.—Clarence Adelberg, vice-president of Stoner Manufacturing Corporation, announced that their new building, which is practically completed at this time, will be used for the manufacture of a standard size cigarette machine. It is hoped that production will be rolling along before the year ends.

The first machine, Adelman stated, will be in the low priced bracket, and would be a manually operated vendor. The vendor will probably be made in seven and nine columns. The firm expects to produce an electrically operated cigarette machine for those operators who desire them, it is stated.

Six NAMA Regional Meets Scheduled For Next 3 Months

CHICAGO, ILL.—Tom Hungerford, director of public relations for the National Automatic Merchandising Association (NAMA) announced that a program of regional meetings has been scheduled during March, April and May. Six meetings, which will cover seven regions, have had dates assigned, and the remaining six regional meets will take place later in the year.

As terms of all regional chairmen expire with these meetings, newly appointed candidates for the chairmanships will be voted upon. Regional heads of various committees are then appointed by the newly elected chairmen.

Hungerford states that there hasn't been any definite programs arranged for these meets, but in addition to the election of regional chairmen, discussions of legislative matters and round tabel discussions on operating problems are expected to take place. Considerable time will be spent discussing the problems and experiences around these round tables. Each table will be under the supervision of a discussion leader, and will relate only to a particular type of merchandise vended. This will permit intelligent, compact talks about subjects the operator is familiar with. At the end of these individual talks, the discussion leader will report to the entire group.

Feature speakers on general business matters are expected to address the regional meetings. These and other details will be announced by Hungerford in the near future.

Listed below are the dates of the regional meetings and their locations:

REGION 1 (Six New England States) meets Tuesday, March 16 at the Copley Plaza Hotel, Boston. Samuel Feinson, chairman.

REGION II (New York) meets Friday, March 19 at the Hotel Commodore, New York. Frank J. Bradley, chairman.

REGIONS III and A (Virginia, Maryland, Delaware, Pennsylvania and New Jersey) meets Friday and Saturday, May 7 and 8 at the Mayflower Hotel, Washington, D. C. Aaron Goldman, Chairman Region III; Neill Mitchell, chairman Region A.

REGION IV (North Carolina, South Carolina, Tennessee, Mississippi, Alabama, Georgia and Florida) meets Friday and Saturday, April 23 and 24 at the Grove Park Inn, Asheville, N. C. J. Herman Saxon, chairman.

REGION VIII (Kansas, Nebraska, Iowa, Missouri and Colorado) meets Friday and Saturday, April 1 and 2 at Kansas City, Mo. Hotel will be announced. Ralph A. Dahl, chairman.

REGION IX (Oklahoma, Arkansas, Louisiana and Texas) meets in April at New Orleans, La. Date and Hotel to be announced.

IMPORTANT

FULL YEAR

(52 WEEKS) SUBSCRIPTION TO

THE CASH BOX

ONLY $5

TELL YOUR FELLOW OPERATORS THAT THEY CAN NOW OBTAIN A FULL YEAR'S SUBSCRIPTION (52 ISSUES JAM PACKED FULL OF NEWS, VIEWS, PREDICTIONS OF THINGS TO COME AND ABSOLUTELY VITAL INFORMATION) FOR ONLY A $5 BILL! HELP YOUR FELLOW OPERATORS! SEND $5 TODAY TO . . .

THE CASH BOX
381 FOURTH AVENUE
NEW YORK 16, N. Y.

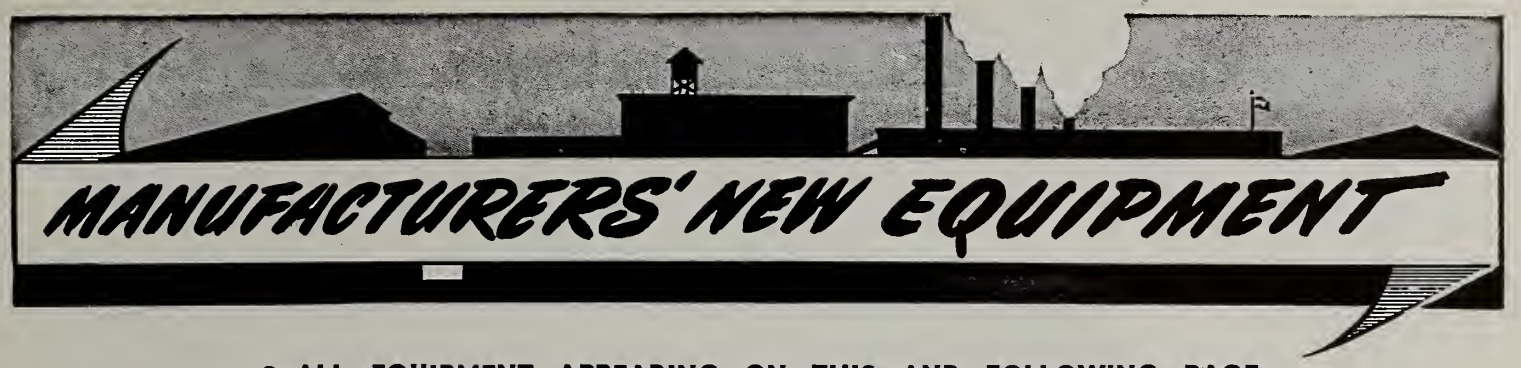
PLEASE ENTER MY SUBSCRIPTION FOR ONE YEAR. ENCLOSED IS CHECK FOR $5.00.

NAME .....

FIRM .....

STREET .....

CITY..... ZONE ..... STATE .....



• ALL EQUIPMENT APPEARING ON THIS AND FOLLOWING PAGE LISTED ONLY UNTIL MACHINES ARE NO LONGER IN PRODUCTION.

MUSIC

A.M.I.

Model A w/play meter	897.50
Model A without play meter	887.50
Automatic Hostess Complete 20 Station Unit	14,800.00

HIDEAWAY CAB. W/Selective Play Mech.:

W/Amplifier and Remote Volume Control	515.00

HIDEAWAY CAB. W/Continuous Play Mech.:

W/Amplifier and Remote Volume Control	482.50
W/Amplifier—No Remote Volume Control	470.00
Complete—No Amp., No Volume Control	410.00

AIREON

Coronet 400	$495.00
Blonde Bombshell	595.00
Fiesta DeLuxe	595.00
Super DeLuxe	595.00
48′ Model Hideaway	299.50
48′ Model "trio" wall and bar box	59.50
48′ Model X — Rotormatic receiver	29.50
48′ Model — Universal 30 wire adapter	29.50
48′ Carilleon Speaker	37.50
48′ Melodeon Speaker	27.50
48′ Impressario Speaker	19.50

FILBEN

Mirrocle Cabinet	325.00
30 Selection Stowaway Mech.	398.00

BUCKLEY

Music Box	25.00

MILLS INDUSTRIES

Constellation	795.00

PACKARD MFG. CORP.

Manhattan Phonograph	695.00
Hideaway Model 400	383.00
Model 1000 Spkr. — Paradise	129.50
Butler Wall Box Hi-Chrome 5c	32.50
Butler Wall Box Hi-Chrome 10c	33.95
950 Speaker	35.00
650 Speaker	16.50

ROCK-OLA

Magic-glo Phonograph	No Price Set
Model 1807 Moderne Corner Spkr.	107.50
Model 1906 Remote Volume Control	6.90
Model 1530 Wall Box	39.50
Model 1603 Wall Speaker	42.50
Model 1606 Tonette Wall Speaker	21.50
Model 1608 Tone-O-Lier Speaker	65.00
Model 1607 Tonette Wall Speaker	19.75
Model 1531 DeLuxe Bar Bracket	8.25
Model 1533 Universal Bar Bracket	3.90
Model 1795 Wall Box Line Booster	16.35

SCOTTO MUSIC CO.

Music Master Cabinet	399.50
Melody Master Cabinet	335.00
Remote Master Cabinet	389.50

SEEBURG

148-M Symphonola	965.00
148-S Symphonola	895.00
H-148-M RC Special	564.00
Wireless Wallomatic	58.50
Wired Wallomatic	49.75
5-10-25c Wireless Wallomatic	87.50
5-10-25c Wired Wallomatic	75.00
Teardrop Speaker	19.95
RS4-8 Recess Wall & Ceiling Speaker	18.00
1948 Door & Dome	102.50

MUSIC

WURLITZER

Model 1100 Standard	$999.50
Model 2140 5-10c Wireless	40.00
Model 3020 5-10-25c 3-wire	69.50
Model 3025 5c 3-wire	44.50
Model 3031 5c 30-wire	39.50
Model 3045 Wireless	54.50
Model 212 Master Unit	70.00
Model 215 Wireless Transmitter	17.50
Model 216 Wireless Impulse Receiver	22.50
Model 217 Auxiliary Amplifier	35.00
Model 218 30-wire Adapter Terminal Box	15.00
Model 219 Stepper	46.50
Model 4000 8″ Metal Star Speaker	45.00
Model 4002 8″ Plastic Star Speaker	45.00
Model 4004A 8″ Metal Musical Note Speaker	30.00
Model 4005 8″ Walnut Round Speaker	22.50
Model 4005A 8″ Walnut Round Speaker	25.00
Model 4006A 8″ Deluxe, Walnut Round Mirror	35.00
Model 4007 12″ Intermediate Deluxe Speaker	135.00
Model 4008 15″ Deluxe Speaker	185.50

PINS

BALLY

Melody	No Price Set

CHICAGO COIN

Catalina	No Price Set

GENCO

Triple Action	No Price Set

EXHIBIT

Build Up	No Price Set

GOTTLIEB

Lady Robin Hood	No Price Set

J. H. KEENEY & CO.

Cover Girl	265.00

P & S MACH. CO.

Tom Tom	299.00

UNITED MFG. CO.

Tropicana	No Price Set

WILLIAMS

Stormy	No Price Set

COUNTER GAMES

A.B.T. MFG. CORP.

Challenger	65.00

BALLY MFG. CO.

Heavy Hitter	184.50
w/stand	196.50

GOTTLIEB

DeLuxe Grip Scale	39.50

ROLL DOWNS

BALLY

Hy-Roll	499.50

CHAMPION MFG. CO.

ABC Roll	No Price Set

CHICAGO COIN

Roll Down	395.00

EDELMAN AMUSE.

Tin Pan Alley	No Price Set

ESSO MFG. CORP.

Esso Arrow	499.50

GENCO

Bing-A-Roll	499.50

GREAT GAMES, INC

Teleroll	No Price Set

GEO. PONSER CO.

Pro-Score	495.00

UNITED MFG. CO.

Singapore Roll Down	395.00

WILLIAMS MFG. CO.

Box Score	375.50

ONE-BALLS

BALLY

Jockey Special	645.00
Jockey Club	645.00

BELLS

BELL-O-MATIC CORP.
- 5c Jewel Bell 248.00
- 10c Jewel Bell 253.00
- 25c Jewel Bell 258.00
- 50c Jewel Bell 338.00
- Spinning Reels ..... No Price Set
- Black Gold Bell ..... No Price Set

GROETCHEN
- Columbia Twin JP 145.00
- Columbia DeLuxe Club 209.50

MILLS SALES CO. LTD.
- Dollar Bell ..... No Price Set

O. D. JENNINGS
- 5c Std Chiefs 269.00
- 10c Std Chiefs 279.00
- 25c Std Chiefs 289.00
- 50c Bronze & Std Chiefs 399.00
- 5c DeLuxe Club Chiefs 299.00
- 10c DeLuxe Club Chiefs 309.00
- 25c DeLuxe Club Chiefs 319.00
- 25c DeLuxe Club Chief 429.00
- 5c Super DeLuxe Club Chief 324.00
- 10c Super DeLuxe Club Chief 334.00
- 25c Super DeLuxe Club Chief 344.00
- 50c Super DeLuxe Club Chief 454.00

PACE
- 5c DeLuxe Chrome Bell 245.00
- 10c DeLuxe Chrome Bell 255.00
- 25c DeLuxe Chrome Bell 265.00
- 50c DeLuxe Chrome Bell 375.00
- $1.00 DeLuxe Chrome Bell 550.00
- 5c Rocket Slug Proof 245.00
- 10c Rocket Slug Proof 255.00
- 25c Rocket Slug Proof 265.00

CONSOLES

BALLY
- Wild Lemon $542.50
- Double-Up 542.50
- DeLuxe Draw Bell 5c 512.50
- DeLuxe Draw Bell 25c 532.50
- Hi-Boy 424.00
- Triple Bell 5-5-5 ..... 895.00
- Triple Bell 5-5-25 ..... 910.00
- Triple Bell 5-10-25 ..... 925.00

BELL-O-MATIC
- Three Bells, 1947 ..... 735.00

BUCKLEY
- Track Odds DD JP 1250.00
- Parlay Long Shot 1250.00

EVANS
- Bangtails 5c Comb 7 Coin ..... No Price Set
- Bangtails 25c Comb 7 Coin ..... No Price Set
- Bangtail JP ..... No Price Set
- Bangtail FP PO JP ..... No Price Set
- Evans Races ..... No Price Set
- Casino Bell ..... No Price Set
- 1946 Galloping Dominoes JP ..... No Price Set
- Winter Book JP ..... No Price Set

GROETCHEN TOOL & MFG. CO.
- Columbia Twin Falls 485.00

O. D. JENNINGS
- Challenger 5-25 ..... 595.00
- Club Console 499.00
- DeLuxe Club Console 529.00
- Super DeLuxe Club Console 545.00

J. H. KEENEY CO.
- Gold Nugget 800.00

PACE
- 3-Way Bell Console 5c-10c-25c $690.00
- 5c Royal Console 320.00
- 10c Royal Console 330.00
- 25c Royal Console 340.00
- 50c Royal Console 475.00
- $1.00 Royal Console 650.00

ARCADE TYPE

BALLY MFG. CO.
- Big Inning 539.50
- Bally Bowler 539.50

H. C. EVANS CO.
- Bat-A-Score ..... No Price Set

EDELMAN AMUSEMENT DEVICES
Flash Bowler
- 13'—8" 475.00
- 11'—8" 450.00
- 10'—8" 425.00

ARCADE TYPE *(continued)*

GROETCHEN MFG. CORP.
- Camera Chief 19.95

INTERNATIONAL MUTOSCOPE CORP.
- Atomic Bomber (Model B) 375.00
- Deluxe Movie Console 150.00
- Deluxe Movie Counter 140.00

P. & S.
- Tom Tom 299.00

PARTS AND SUPPLIES

GLASS SIZES — PIN GAMES

Bally	21 x 41
Chicago Coin	21 x 41
Exhibit	21 x 41
Gottlieb	21 x 43
Keeney	21 x 41
Marvel	21 x 41
United	21 x 41
Williams	21 x 43

COILS — PIN GAMES

WILLIAMS:

10 Ohms	W— 7
125 Ohms	W—10
200 Ohms	W—15
10-100 Ohms	W—20
W—5 w/bracket	W—28
	W—30

GOTTLIEB:

R-20-1	A20-8
R-20-4	A-580
R-20-5	R-20-2
A-20-4	R-20-3
SM20-1	C-20-1
SM20-2	C-20-3
A20-2	C-20-2
A20-3	2 make relay
A20-6	3 make relay

BALLY:

A-25	150 ohm 45v
A-26	550 ohm 115v
A-30	E-23
A-31	E-28
H-24	R-28
H-27	E-31
H-31	J-29
G-28	C-1886
O-31	C-27
W-21	C-28
W-24	C-29
90 ohm 50v	
5 ohm 6v	

CHICAGO COIN:

2876 complete	R-237
2876 brackets	R-239
2876 coil	X-299
2876 brass sleeve	X-298
P-273	U-298
X-327	O-273

UNITED:

6-23	2-24
6-28	3-23
6-29	4-24
12-23	5-25
12-24	5-28
123	

EXHIBIT:

827	628
123	525
223	528
124	1625
624	1222
629	1223
631	1224

GENCO:

24 Medium	No. 30
24 Plain	No. 29
J-102	No. 26
J-99	

As a service to repair and servicemen in the coin machine industry, *The Cash Box* herewith lists parts and supplies information. Additional information concerning standard parts and supplies will be listed in the future. Manufacturers desiring such listing are requested to contact *The Cash Box* immediately.

Buckley BUILDS THE Best

NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS HAMMERLOID OR WRINKLE

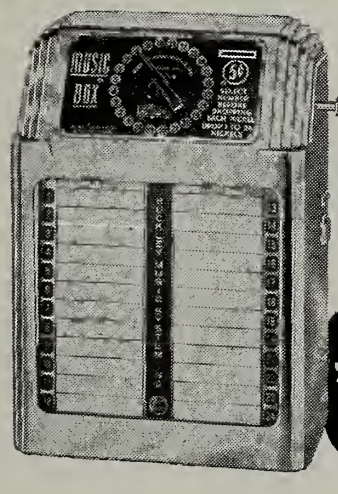
YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- **Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.**
- **Club Handle and Handle Collar chrome plated.**
- **Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.**
- **5c-10c-25c chrome Denominator Coin Intake.**
- **Payout Cups with anti-spoon Cup.**
- **Drillproof Plates.**

$50.00

THE NEW Music Box



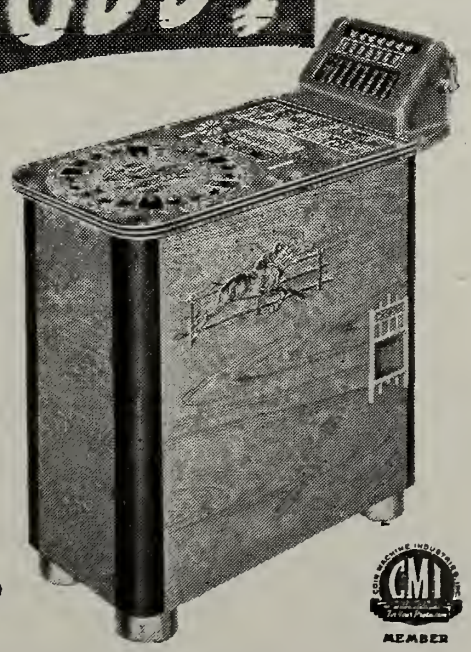
$25.00

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today, Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view, Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

TRACK ODDS



BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—year after year—and outearn all other coin machines. Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.

$1250.00

CMI MEMBER

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

(PHONE: VAN BUREN 6636-37-38-6533)

1948 PACE DELUXE CHROME BELLS

1c 5c 10c 25c 50c $1.00

ANY REELS DESIRED SUCH AS CRISS CROSS—

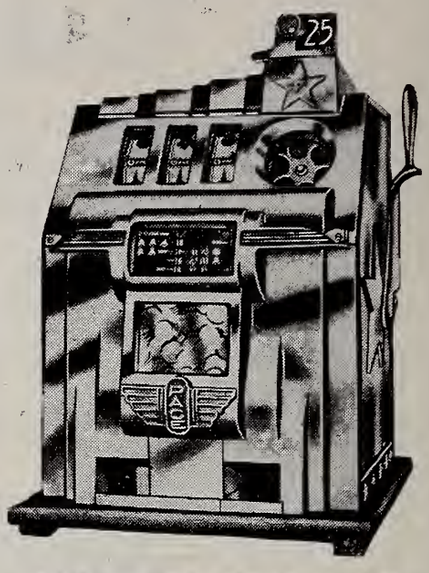
TIC-TAC-TOE (Not Desirable)

Subject to change at actual cost in 90 days.

Chrome Fronts—Mirror Finished Stainless Steel Plates on Cabinet Sides

Huge Giant Jackpot (150 coin adjustable) Regular Double Jackpot optional

If in Reno visit Harold's Club—World's largest. Over 200 Pace Bells exclusive.



When Competitors Squawk "YOU MUST BE GOOD"

• ALL PACE BELLS GUARANTEED. YOUR MONEY REFUNDED IF NOT SATISFIED AFTER TEN DAY TRIAL.

NOTE: — Huge Double Jackpot Hand Load Up to 150 Coins. "Adjustable" Automatic Load on Request.

• PACE MFG. CO., INC. 2909 INDIANA AVENUE CHICAGO 16, ILLINOIS •

Four State Convention Set For April 26 And 27 In Minneapolis

State Associations of Minnesota, Wisconsin, North Dakota And South Dakota Sponsor Meet And Exhibit of Equipment

STILLWATER, MINN.—Ken Ferguson, publicity chairman of the big four state convention, announces that the dates of their show will be April 26 and 27, and will take place at the Radisson Hotel in Minneapolis, Minn.

Sponsors of the convention are the four state associations of Wisconsin, Minnesota, North Dakota and South Dakota. Tom Crosby of Fairbault, Minn. has been appointed as general chairman, and great plans have been made to make this affair one of the greatest ever held in this industry.

Exhibit space at the Radisson Hotel is available for the industry's manufacturers, distributors and suppliers. It is expected that all operators in the four states will visit the convention during the two day show.

The convention will open at 10 A.M. each day with exhibitors displaying their merchandise, following which a complete program has been outlined by the directors. "Many new items are expected to be displayed" states Ferguson, and the exhibit space is being sold on a 'first come, first served' basis. I suggest that exhibitors communicate with me, or Tom Crosby, Fairbault, Minn. immediately."

A luncheon and general business meeting will take place at 1 P.M., Monday, April 26 in the Gold Room. The meeting will be open to all operators and distributors. Speakers are now being lined up, and some of the foremost personalities of the industry are expected to address the gathering. The two day show will be concluded with a banquet, which will begin at 6:30 P.M., Tuesday, April 27. A prominent speaker will address the group, highlighting the years events and point out the business outlook. Prizes will be awarded during the dinner to outstanding coinmen, these being donated by the exhibitors and manufacturers.

Many recording artists have indicated that they will be on hand to lend their taelnts to the enjoyment of the banquet, and others who may desire to appear have been requested to contact either Ferguson or Crosby.

A souvenir journal is being prepared and will be distributed at the show.

ACTIVE Reconditioned GAMES 'NUFF SAID!

For A Complete List of Specials

Drop a Line to Any One of Our 3 Offices

JOE ASH

Active Amusement Machines Co.

666 NORTH BROAD ST., PHILA. 30, PA.
Phone: Fremont 7-4495
98 CLINTON AVE., NEWARK 5, N. J.
Phone: Mitchell 2-8527
1120 WYOMING AVE., SCRANTON, PA.
Phone: Scranton 4-6176

Distributor in LOUISIANA TEXAS - ALA. - ARK. and MISS. for

THE NEW 1948 BUCKLEY LINE

CONSOLE DIST. CO.

1006 Poydras St., New Orleans, La.
Phone: RA 3811

SAM TRIDICO BOB BUCKLEY

"CRISS-CROSS" BELL; DAILY DOUBLE TRACK ODDS; 1948 WALL & BAR BOX.

Immediate Delivery!

MONEY

COUNTING AND SORTING MACHINES

ABBOTT COIN COUNTER COMPANY

143rd ST. & WALES AVE., N. Y. 54, N. Y.

Joe Munves Buys Economy Supply Co.

JOE MUNVES

NEW YORK—Joe Munves, well known coinman, announced this week that he had purchased the parts and supplies business of Economy Supply Company, and will conduct the business from its present quarters at 615 Tenth Avenue, this city.

Joe has been active in practically every phase of the coin machine business during his many years of experience, ranging from operating to manufacturing. "During the coming years" states Munves "there will be an ever increasing demand for parts and supplies, particularly in this city, where games are once again in operation. However, I shall carry every conceivable part for all types of equipment that may be needed both here and in other parts of the country. Because of my past experience, I know just what the operator needs, and most of all I know just where to get it for the right price so that I can serve the trade with the right merchandise at the right prices."

Munves reports that he will soon be able to announce the acquisition of several exclusive lines of parts for this territory.

In addition to distributing, Joe Munves states that he will manufacture many parts himself so that they can be offered for sale at very low prices.

AMI Announces Two More Distribs

CHICAGO—L. C. (Lindy) Force, salesmanager for AMI, Inc., advised this past week that R. E. Padfield of Musical Sales Co., St. Louis, Mo., had opened offices in Kansas City from which offices he would handle distribution of AMI phonos for the state of Kansas and Western Missouri.

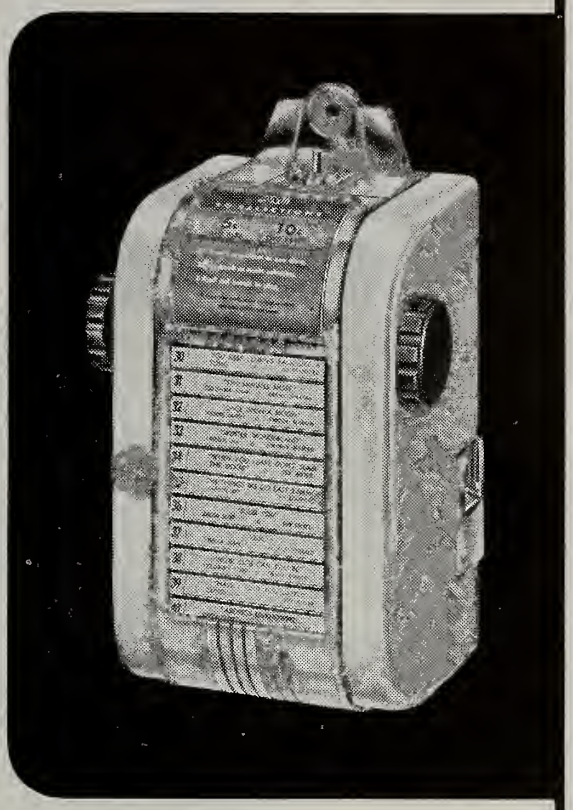
Very shortly, Force stated, Padfield would also open offices in Omaha, Neb., and would handle AMI distribution for Nebraska and Western Iowa from these offices.

Force also reported that Murphy Distributing Co., Inc. of St. Louis, Mo. had been dissolved and that Wm. Cuker was their new distributor doing business under the trade name of Murphy Distributing Co.

Frank Murphy remains with the new firm as General Salesmanager, Force said.

He also reported, "We shall have other important announcements to make very soon."

AMI 40 SELECTION WALL BOX



Small: 6 X 7 X 12

Fast: ¾ SECOND

Simple: 3 WIRES

Reliable: MADE by AMI

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

CARL TRIPPE Price Plus Guaranteed Satisfaction

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2	Band Wagon	1	Eagle Squadron	1	Merry Go Round	1	Sparky
1	Barrage	1	Five In One	1	Metro	1	Sport Parade
1	Battle	2	Flicker	1	Oh! Johnny	1	Spot Cha
1	Beam Lite	2	Foreign Colors	1	Owl (Mills)	2	Spot Pool
5	Big Chief	2	Formation	1	Paramont	1	Spottem
3	Big Hit	1	Four Aces	3	Paratrooper	1	Sunshine Baseball
1	Big Show	4	Four Roses	2	Pin Up Girl	1	Super Six
1	Big Three	1	Gobs	2	Playball	1	Tailgunner
3	Big Town	2	Gun Club	1	Power House	1	Target Skill
3	Boloway	1	Hi Hat	1	Production	1	Ten Spot
2	Bombadier	1	Home Run 42	1	Progress	1	Snappy
1	Bubbles	1	Home Stretch (wire bumpers)	1	Red Wht. & Blue	1	Three Up
1	Burlesque			1	School Days	1	Thriller
4	Captain Kidd	2	Horoscope	1	Score A Line	2	Torpedo Patrol
1	Champ	9	Invasion	3	Sea Hawk	1	Twin Six
1	Commodore (plastic bumpers)	2	Flying Tiger	3	Seven Up	1	Ump
		1	Jolly	1	Short Stop	1	White Sails (plastic bumpers)
4	Crossline	1	Landslide	1	Showboat		
2	Defense	1	Lead Off	1	Sink The Jap	2	World Series
1	Destroyer	1	Lite A Line			1	Wow

$15.00 each — 3 for $40.00

6	Action	2	Casablanca	9	Midway	1	Streamliner
2	Air Circus	4	5-10-20	1	Monicker	3	Sun Valley
1	Arizona	2	Jeep	3	Shangri La	5	Venus
1	Big Parade	1	Keep Em Flying	1	Sky Chief	9	Victory
1	Bosco	1	Knockout	1	Hollywood	4	Victorious 43
						1	West Wind

$20.00 each — 3 for $50.00

1	Carnival	1	Grand Canyon	1	Liberty	4	Softball Queen
6	Catalina	1	Hi Dive	1	Marvel Baseball	1	South Seas
4	Flat Top	1	Idaho	1	Oklahoma	2	Yankee Doodle
5	Frisco	1	Laura	1	Santa Fe	4	Yanks

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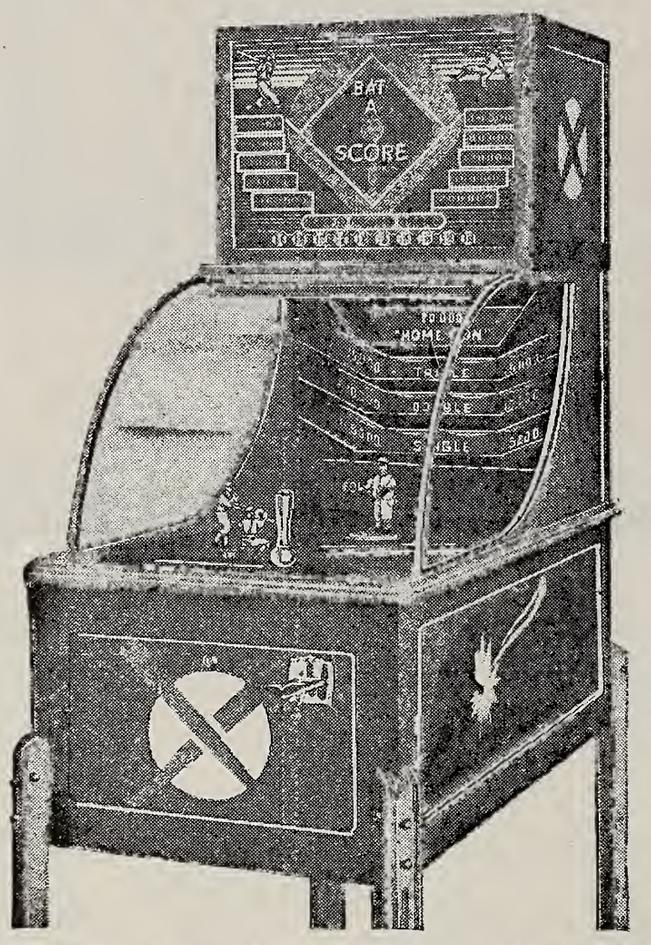

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PLAYER CONTROLLED!

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Wolf Roberts Appointed Regional Sales Manager For Wurlitzer

WOLF ROBERTS

NORTH TONAWANDA, N. Y.—Appointment of Wolf Reiwitz Roberts of Denver, Colorado, as Regional Sales Manager in the Phonograph Division of The Rudolph Wurlitzer Company has just been announced by E. R. Wurgler, General Sales Manager of The Rudolph Wurlitzer Company. Roberts will be in charge of Wurlitzer field sales activities in the Rocky Mountain and Pacific Coast areas.

One of the country's outstanding coinmen, Wolf Roberts has been active in the coin-machine business for thirty-five years. Prior to his appointment as Regional Sales Manager, he was President of Wolf Sales Company, Wurlitzer phonograph distributors for the Rocky Mountain region since 1939 and was a consistent winner of Wurlitzer awards for outstanding sales achievement. Wolf Sales Company retains the Wurlitzer distributing franchise and will now be headed by Roberts' two sons, A. A. (Al) and A. C. (Chick) Roberts who have literally grown up in the commercial phonograph business.

Known in Denver as "Mr. Charity," Wolf Roberts' philanthropies have brought him nationwide acclaim and have created untold good will for the phonograph industry. One of his many charitable projects has been the donation of Wurlitzer phonographs to charitable and religious institutions throughout a wide area. For this he was chosen as the subject of a Denver radio station's "Toast of the Week" program in June, 1947, and on December 21 he was cited on a coast-to-coast hook-up as winner of columnist Jimmy Fidler's "Good Americanism Award." Currently he is sponsoring a traffic safety essay contest open to all Colorado high school students.

Commenting on Roberts' appointment as Regional Sales Manager, Wurgler stated, "We consider ourselves fortunate that we were able to draft Wolf Roberts from the ranks of Wurlitzer distributors for this important and responsible position. As a member of the factory sales team his advice and assistance will be available to a larger part of our field organization to help in the continuing effort to give Wurlitzer Music Merchants the finest possible service.

Atlantic-Seaboard Distributes Gottlieb's Game

NEW YORK—Atlantic-Seaboard New York Corporation, this city, is now actively engaged in the distribution of products of D. Gottlieb & Company.

Altho the firm has been the distributor for Gottlieb in this area, it is only now due to the operation of games here, that they have had the opportunity to contact the trade for Gottlieb's games. The current game, which is being received very well by the operators is "Lady Robin Hood."

NOBODY CAN RESIST

LADY ROBIN HOOD!

The *ORIGINAL* FLIPPER BUMPERS!

COMPLETE SEQUENCE!

FLASHING STEP-UP TARGET BUMPER!

COMBINATION HIGH SCORE AND FREE PLAY POCKET!

●

IT'S A FACT!

Thanks to the irresistible attraction of Gottlieb's *Original* Flipper Bumper play, sensational scoring opportunities and over-all appeal, Lady Robin Hood commands top earnings. A "life-saver" for every type of location! See your Distributor NOW for IMMEDIATE DELIVERIES!

"There is no Substitute for Quality!"

D. Gottlieb & Co.

MEMBER

1140-50 N. KOSTNER AVENUE, CHICAGO 51, ILLINOIS

JACK R. MOORE CO. NAMED AMI DISTRIBS FOR NORTHWEST

Bill Schetter Becomes President and General Manager Of Firm. John Haddock, President of AMI Reports Moore Organization Have Distribution For 6 States. Wolf Retains L. A.

JOHN HADDOCK

CHICAGO—News released this past week by John Haddock, president of AMI, Inc., this city and Grand Rapids, Mich., to the effect that the Jack R. Moore Organization have become AMI distributors for six northwestern states.

The Moore organization has offices in San Francisco, Cal., Spokane and Seattle, Wash., and their headquarters' offices in Portland, Ore.

They will distribute AMI phonos in Oregon, Washington, Northern California, Western Nevada, Northern Idaho and Western Montana.

It was also reported that Bill Schetter, formerly of the Clark Distributing Co., Los Angeles, Cal., had been named President and General Manager of the Jack R. Moore organization.

In issuing this news release, Haddock reported that Bill Wolf of M. S. Wolf Distributing Co., who formerly handled this large territory, would retain distribution for AMI in Southern California from his Los Angeles offices.

The Jack R. Moore organization formerly handled J. P. Seeburg Corp. music products.

The news came as a surprise to many in the trade who had long identified the Jack R. Moore companies with J. P. Seeburg Corp.

AMI executives reported that they were very happy to have the Moore organization handling their Model "A" phonos as well as their new 40 selection Wall and Bar Box.

The Jack R. Moore Company was organized by the late Jack R. Moore many years ago, and is acknowledged one of the foremost distributing firms in the country. The founder died this past year suddenly of a heart attack, and left a legion of friends.

The acquisition of the AMI phonograph line, and appointment of Bill Schetter presages the same fast stepping action that was prevalent under the direction of Moore.

"THANKS — OPERATORS OF AMERICA"

By George A. Miller National Chairman

GEORGE A. MILLER

Now that all the representatives of the automatic phonograph industry and the music operators of America are back in their offices and the coin machine show is another pleasant memory, I wish to take this opportunity of thanking everyone responsible for my being elected to the office of National Chairman and National Treasurer to represent the automatic phonograph operators of America. It is with great pride that I accept the responsibilities of this office.

There were sixty-eight automatic music representatives at the meetings held under the auspices of the various music operators associations from the entire United States. The enthusiasm and cooperation from these various representatives was unanimous and I shall do my utmost to fulfill their expectations as National Chairman.

I feel greatly honored in having Al Denver as National Vice Chairman as Al is one of the outstanding leaders of the industry. The hours spent in various meetings demonstrated his ability and gave proof of his honesty and integrity. This experience indicates his interest in the welfare of his organization and all other operators in the United States. I feel that with his assistance the National Committee will be a great success.

I also wish to thank my very good friend and co-worker, Sidney H. Levine, who has again accepted the responsibility to act as our chief counselor to represent the music operators of America on Congressional matters that might prove detrimental to the automatic phonograph industry. Sidney Levine has proved himself to the music operators everywhere. He is very capable, very sincere; and with his long and outstanding experience and ability in such matters as pertaining to the automatic phonograph industry, he is qualified beyond any doubt. He is the attorney for the New York Association and is associated with the outstanding firm of S. C. & S. H. Levine, Counsellors at Law. When the going gets rough, Sidney associates himself with such leading representatives as Irving Ackerman and S. L. Kesselman. These gentlemen, too, play a great part for the benefit of the music operators of America.

Honorable mention goes to James Mangan, public relations, and James Gilmore, secretary to CMI for the fine work that they have done in behalf of the operators and myself. To all trade magazines, editors and representatives, I extend my sincere appreciation and thanks for the necessary publicity that has been given to the automatic phonograph industry. Each and every one has more than done their part and the representatives of the various music operators associations appreciate the interest and sincerity shown by this group.

To the manufacturers, jobbers, and distributors who are supporting the operators' program, we say thanks again and again. We need you and your support as badly as you need us; therefore the continued cooperation by all phases of the automatic phonograph business will make it the most successful industry in the United States.

Summing up all my thoughts, may I close by saying that it shall be my utmost desire and my sincere efforts to prove your confidence in me was not in vain and that I am honored by working with the following group which comprises the National Committee that was chosen to represent the music operators of America. The following are the names of the executive committee:

EXECUTIVE COMMITTEE

George A. Miller, Chairman & Treasurer, 128 East 14th St., Oakland, Calif.
Al Denver, Vice Chairman, 250 West 57th St., New York 19, N. Y.
Sidney H. Levine, Chief Counselor, 165 Broadway, New York 6, N. Y.
C. L. Bever, Salt Lake City, Utah.
Jack Cohen, Cleveland, Ohio.
Tom Crosby, Faribault, Minn.
Ray Cunliffe, Chicago, Ill.
Morris G. Goldman, Detroit, Mich.
Sol Hoffman, Harrisburg, Pa.
Thomas Kady, Grand Forks, No. Dak.
Sol Kesselman, Newark, N. J.
Hirsh de la Viez, Washington, D. C.
Samuel Orenstein, Providence, R. I.
C. S. Pierce, Broadhead, Wis.
Jack Sheppard, Philadelphia, Pa.

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$37.50 EA. Canteens, Big Leagues, Big Hits, Oklahomas, Surf Queens, Suspenses.

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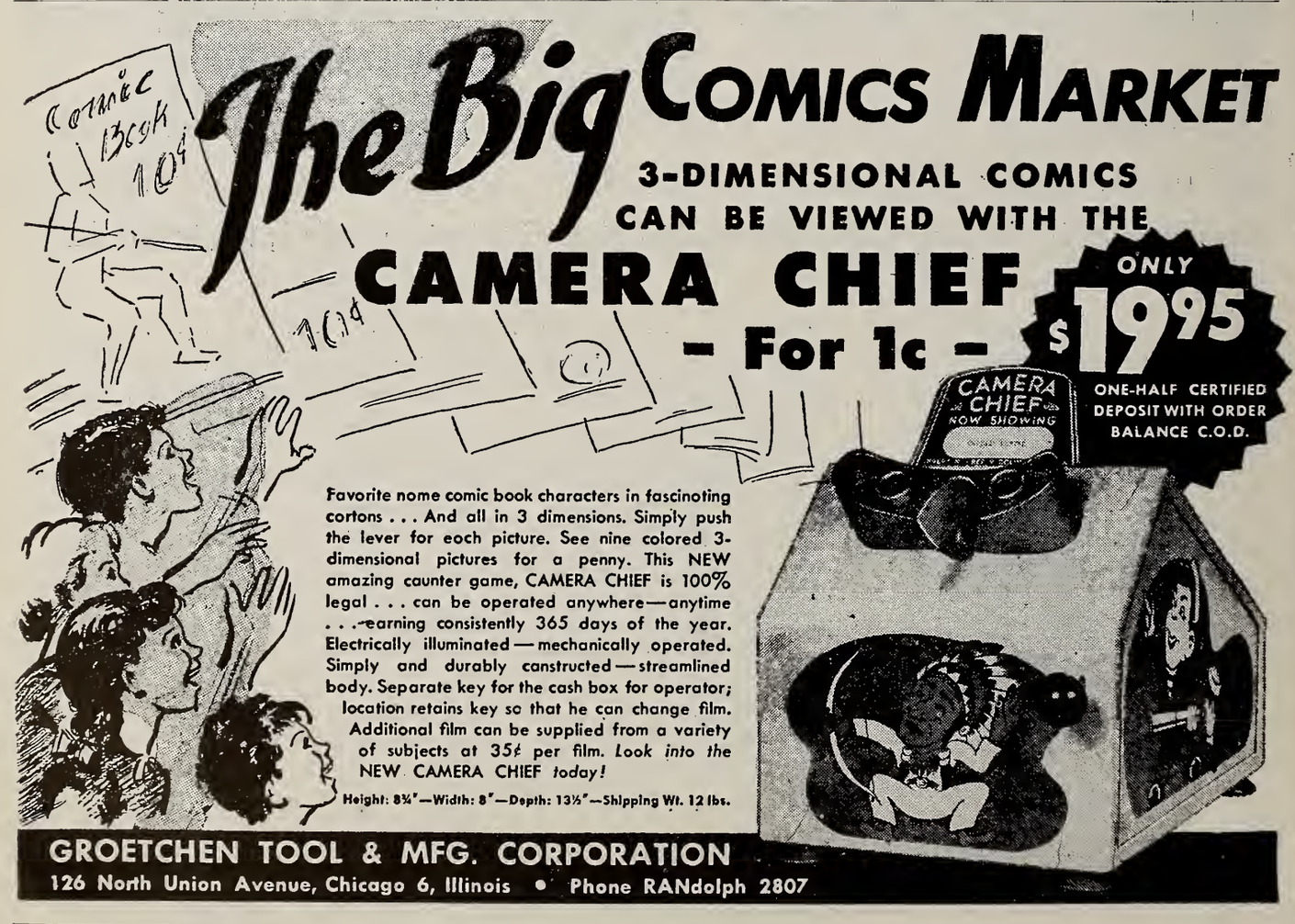
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Wurlitzer 24's	99.50	Aireon (Like New) With New Mechanisms	$199.50
Wurlitzer 500	119.50	Seeburg Lo-Tone (The Hit of The Show)	335.00
Wurlitzer 61 C. M.	79.50	Seeburg 1-46	450.00
Wurlitzer 71 C. M.	99.50	AMI Streamliner	$109.50
Wurlitzer 24—Cellar Job with Packard Adaptor, Steel Cabinet	79.50	AMI Singing Tower	119.50
Rock-Ola 1422	$385.00		
Rock-Ola Deluxes	109.50		
Packard Boxes	$22.50		
Rock-Ola Boxes	3.00		
Buckley Boxes	2.00		

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Chapman Elected Pres. of Washington Music Guild

WASHINGTON, D. C.—The Washington Music Guild (local association of music machine operators) held a meeting at the Hamilton Hotel, this city, on February 17 and elected its officers for the coming year.

P. R. Chapman was voted to serve as president; E. B. MacManus was elected as vice president, and Evan Griffith was selected to the office of secretary & treasurer. A board of directors were elected and the following five men were selected: Hirsh de LaViez, Hirsh Coin Machine Corporation; Mack Lesnick, General Amusement Company; J. H. Phillips, Phillips Novelty Company; Simon Davis, Washington Music Company; and Ben Rodins, Marlin Amusement Corporation.

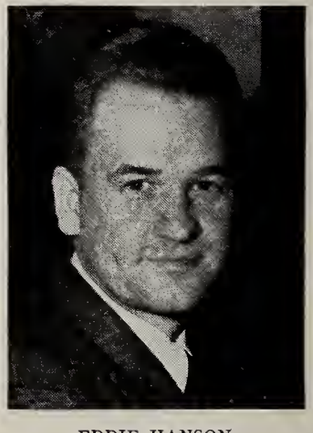
Jack Sapienza, Al Kristol and Joe Narlines were installed as new members.

It was announced that a business manager will be appointed at the next meeting, which is scheduled for Tuesday, March 16, at the Hamilton Hotel.

Hirsh de LaViez was appointed as chairman of the Public Relations committee. Hirsh addressed the group explaining the value of good public relations, and informed the body that he will collaborate with the local press and radio stations.

The members gave Hirsh a rising vote of thanks for his fine work of organizing the Guild and for the four months he spent as acting president. Hirsh declined the presidency at this time, but agreed to work as advisor to Chapman, the new president, and also agreed to serve on the board of directors.

Location Tests Prove Groetchen's "1c Camera Chief" Big Profit Earner



EDDIE HANSON

CHICAGO, ILL.—Ed Hanson, Groetchen Tool & Manufacturing Corporation, this city, reported this week that he is overwhelmed by the reports reaching his office of the tremendous earning power of the new Groetchen "1¢ Camera Chief", the three-dimensional counter machine which features the viewing of the country's leading syndicated comic strip characters.

"The proof of the popularity of the '1¢ Camera Chief' is the large amount of orders being received,' stated Hanson. "Altho I realized that the machine has great earning power for the operator, I never expected to receive statements showing such high figures. To convince myself, I had 18 machines placed on test locations thruout Chicago. On a machine placed on Thursday at 3:00 P. M. and collected on Monday at 9:30 A. M., the receipts were $6.05. Other machines showed practically the same results, and if the average was to be figured on a weekly basis, the operators' take would be $15."

These reports, stated Hanson, were absolutely bona fide, and were on his desk for all to see.

United's "Manhattan" Has New Features

BIILY DeSELM

CHICAGO — Billy DeSelm, General Salesmanager for United Mfg. Co., this city, well known thruout the nation for their fine pinballs and rolldowns, reported this past week that their newest pin game, "Manhattan", which was just introduced by the firm would have, "many new and exciting features appearing for the first time in the industry."

"Manhattan" will be the first game to feature an "automatic shuffle" which, it is believed by those who have already seen it, "is going to be one of the most outstanding thrills the player has ever yet received playing any pinball machine."

Another feature which clicked with visitors to the United plant, who saw "Manhattan" for the first time, is the button control for replays.

"This is something every operator has always wanted on his pinballs," DeSelm said, "and we feel that it will add much to the speed and value of the new 'Manhattan'."

"Most thrilling of all the new features which appear on 'Manhattan'," DeSelm continued, "is the new double-double bonus feature at the bottom of the board. Now the player has the opportunity of doubling the doubled score action. This is one feature," he said, "which is sure to attract outstanding play to our new 'Manhattan'."

Coinmen present at the showing of the new "Manhattan" stated that this was one of the most beautiful and outstanding games ever yet built by the firm.

All predicted that it would be, "one of the greatest hits yet produced by United."

Opens Parts And Supplies Firm

CHICAGO — English Nathan, well known to the nation's coinmen, formerly of Wico Corp., this city, has just opened his own parts and supplies firm at 620 W. Randolph St. here. The firm is known as English Sales Co.

Nathan reported, "It certainly was a pleasure to be greeted by so many of the coin cachine men with whom I had former business dealings when they heard I had opened up for myself.

"Many have instantly rushed in orders," he continued, "and we are going all out to give them the greatest service, the best parts and supplies, and continue to cover everyone of their needs."

Nathan moved into these new quarters from former spot on Aberdeen St. here. The place is very accessible to coinmen and the new, larger quarters allow for expansion.

NOW READY!

MARVELS NEW

GOLD MINE

WITH THE

"PLUS" FOUR COIN CHUTE"

NOW . . . A FIVE BALL FREE PLAY GAME THAT CAN TAKE IN 20¢ INSTEAD OF 5¢ PER GAME!

Marvels GOLD MINE with "PLUS FOUR COIN CHUTE" will change Pin Game playing habits and the Operators PROFIT picture *overnight!*

SEE THIS WONDER GAME AT YOUR DISTRIBUTOR TODAY!

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Mills Announces New Sales And Price Policies For "Constellation"

CHARLES W. SCHLICHT

CHICAGO—Charles W. Schlicht, manager of the Music Division of Mills Industries, Inc., this city, announced this week that the firm has adopted a new sales and price policy for the Mills' Constellation phonograph.

"The new policy," explains Schlicht, "permits any Mills' distributor to match any existing price of the competition in their territory. The new policy went into effect Thursday, February 26, and we here are tremendously enthusiastic over this move. It will now give the Mills' distributors the wedge they can use to great advantage to develop many additional sales."

Schlicht, who made this announcement from the Mills' offices, expects to go on the road to visit with his distributors and meet with the music operators thruout the country.

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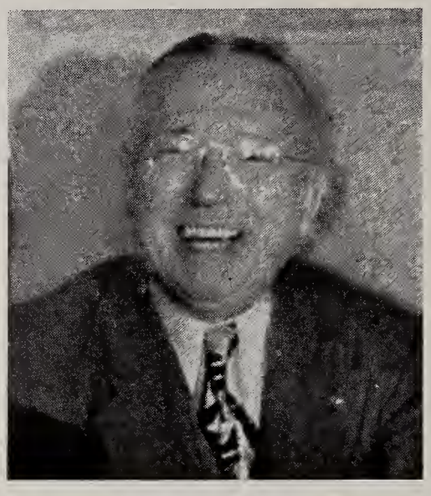
Evans Starts Deliveries Of "Bat-A-Score"



RICHARD W. HOOD

CHICAGO — Rex Shryver, H. C. Evans & Company, this city, announced that deliveries on their new baseball game hit "Bat-A-Score" began this week.

"I know that this news will make Dick Hood, who is vacationing in Florida, feel very happy," stated Rex. "But, more than Mr. Hood, our distributors are bound to jump with joy when they see these games being delivered to them. They have been on our necks for weeks now, piling up good sized orders, and clamoring that these orders be filled so that they can go out and sell more games. We've been working at top speed to get the production line rolling, and starting with this week, 'Bat-A-Scores' are coming off the line in great quantities. We are confident that the orders will increase greatly now that the initial deliveries are reaching the operators, and are making provisions to get even speedier production."

"Bat-A-Score" is a baseball game that features animated mannikin-action play. With the player controlling the play, the ball is pitched thru the air, and the batter swings to meet it, hitting all types of fiies, grounders, etc.

Shryver also reported that the rest of the Evans' line of equipment is keeping the factory busy supplying the demand.

Martin Named Chicoin Distrib.

CHICAGO—Ed Levin, General Salesmanager for Chicago Coin Machine Co., this city, reported this past week that R. A. Martin of R. A. Martin Distributing Co., Fort Wayne, Ind., had been named distributor by the firm for the Fort Wayne area and environs.

Martin is well known to the coinmen in the Fort Wayne area and he is of the belief that the new "Catalina" five-ball, now being featured by Chicago Coin is going to be one of the most outstanding hits in the history of his territory.

Present 4-Coin Play Pin Game

Marvel's "Gold Mine" Shown At Factory Pre-View

CHICAGO—A new idea in pinball was presented here this past week when Dave Wallach, General Salesmanager for Marvel Mfg. Co., called in the trade press and displayed an entirely new model of their present five-ball free play pin game, "Gold Mine".

The new machine features a "plus-4" coin chute whilch allows the player to choose his own high score and to insert as many as four nickels at one time, obtaining proportionate reward for the additional coins.

As Wallach explained it, "The pinball players today know just about what their average high score is. Therefore, when a player sees a much higher score than he believes himself capable of making, he won't play the machine. Many operators have found this a handicap and have lost the play of many good players because of the fact that with certain games they've had to raise the reward score.

"With the new 'Gold Mine' featuring the 'plus-4' coin chute," Wallach stated, "the player can now practically choose one of four high scores to shoot for. He continues to insert nickel after nickel, and each nickel brings him a lowered high score to shoot for while, at the same time, rewarding him proportionately to his investment. Thereby the game is much more fascinating to the player because of the possibilities for higher rewards. And the 'Gold Mine'," he said, "continues to offer all the same outstanding features plus the new four play coin chute."

As far as the operators are concerned, Wallach explained that this is the very first time in pinball history where he now has the opportunity of obtaining 20¢ per game, for the same one game play, where he formerly could only get a nickel.

"It means," he reported, "that the pinball ops now have the great opportunity of increasing their earnings. It gives every operator new life on his location and means greater profits for his location owners as well as for himself, thereby cementing his relationship with the location owner and assuring him of retaining the spot while they both enjoy greater profits than they ever did before."

Wallach frankly explained, "It is the policy and purpose of Marvel Mfg. Co. to first see to it that the public enjoy playing whatever game is produced by our firm. That is why we conduct extensive location tests prior to putting any game into production. Our next thought is to make sure that the operator will earn real profits with our games. When we feel that these two important factors are taken care of, we then put the game on the production line and know that our distributors will do the rest."

The new four play coin chute was well received by all who attended this preview showing. It met with the instant approval of many coinmen who were present.

One of these men said, "This is the first new idea in years in the pin game business. It is also the first idea," he continued, "where I can safely state that the manufacturer has worked hard to see to it that the operator will earn more money per play. And that," he said, "is definitely what the operator needs."

Most outstanding surprise was the fact that this new unit would only add $10 to the cost of the present "Gold Mine." Wallach expained this by stating, "It is our purpose to help the operators in every way and one of the best ways to help is to keep costs down."

"Little Napoleon" Entertains Vacationing Coinmen In "The Playground Of The World"

WILLIAM BLATT

MIAMI BEACH, FLA.—Willie (Little Napoleon) Blatt, who can lay claims to being a native Floridian (he's lived there some half dozen years), is kept busy these winter days entertaining coin visitors from all parts of the nation.

'These past few days" writes Willie "has led me to believe that there are as many coinmen in Florida as there are in the rest of the states. Dave Bond of Boston called me to say 'hello' this past week. I met I. Rothstein of Philadelphia having dinner at the Hickory House. Last Saturday night Dave Gottlieb, his wife, his son Alvin, and his daughter took in some spots with Mrs. Blatt and myself. I don't want to brag about how we do things down here, but we all spent part of the evening at the Beachcomber where we were entertained by a show that included Sophie Tucker, The Ritz Brothers and Harry Richmond."

Blatt mentions that in the past few weeks alone, he's run into Al Schlesinger, Phil Mason, Joe Eisen, Harry Rosen, Sam Wolberg, and plenty of New York's operators.

"Little Napoleon's" philosophy of living is expressed on his business card. It depicts an old broken down man walking toward a coffin and reads "Don't Let This Happen To You. Play Too Little—Too Late! Here's a chap who never learned how to play or relax. He was so busy trying to make money that he did not notice 'the inaudible but ceaseless footsteps of time.' Result—the Old Man now has him in his box. SO-O-O—Relax, Brother, Relax."

Distribs Storm Williams' Plant For More "Stormys"

HARRY WILLIAMS

CHICAGO—Harry Williams, Williams Manufacturing Company, this city, reports that when tests were made on their five ball game "Stormy" on location, every indication pointed to a big money maker for the operator.

"However, we never thought that the game would be such a big hit thruout the trade" stated Williams. "Since Stormy has been delivered to our distributors, we've had constant wires and phone calls for more and more games. We had an idea that the game would go big in New Orleans, as Louis Boasberg of New Orleans Novelty Company, our distributor there, was instrumental in the naming of the game, tieing it up with the sensationally popular dancer 'Stormy.' Boasberg tells me that practically every location in that town is clammering for the game. We were also highly pleased with the reception given in the New York area. Our new distributors there, Supreme Automatics, Inc., sold out their first shipment the very first day it was received. All in all, the entire country seems to have become 'Stormy' conscious, if we are to take repeat orders as an indication."

Williams left this week for a tour of some of his distributors, but states he expects to be back at the factory by March 1st.

Does Big Distrib. Biz In Philippines

MANILA, P. I.—Bill Suter, general manager of Morcoin Corporation, writes that he is enjoying a very fine business on the islands. Morcoin is distributor for several lines, including those of ABT Manufacturing Corporation, Bally Manufacturing Company, D. Gottlieb & Company and Chicago Coin Machine Company.

"We sell plenty of equipment to Army Camps in Japan" stated Suter, "and naturally thruout the islands. However, at the present time, we're in a position to handle several additional amusement machine lines. We are contacting the Chicago manufacturers to see what's available."

PAY OUT OF PLAY

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SENSATIONAL NEW BALLY 5 BALL GAME MELODY
ALSO READY FOR DELIVERY Keeney—Cover Girl; Chicago Coin—Catalina; Williams—Stormy; Exhibit—Build-Up; United—Manhattan; Gottlieb—Lady Robin Hood; Bally—Eureka; Genco—Triple Action. Complete Line of Evans Equipment.
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ADVERTISERS IN THIS ISSUE

A

Aireon Mfg. Corp., Kansas City, Kansas ..... Inside Front Cover
Abbot Coin Counter Co., New York 32
Active Amusement Co., Phila., Pa. 32
AMI, Inc., Chgo., Ill. ....Front Cover & 33
Aristocrat Record Corp., Chgo., Ill. 8

B

Buckley Mfg. Co., Chgo., Ill. 31
Ballen Record Co., Philadelphia, Pa..... 20
BMI, Inc., New York 12
Bally Mfg. Co., Chgo., Ill. ....Back Cover

C

Cherio Music Pub., New York 17
Console Dist. Co., New Orleans, La. 32
Crown Novelty Co., New Orleans, La. 36
Columbia Records Co., New York 10

D

Damon Records, Kansas City, Mo. 19
Donahue, Sam 14

E

Evans, H. C., Chgo., Ill 34
Economy Supply Co., New York 41

G

Genco Mfg. & Sales Co., Chgo., Ill. 37
Gottleib D. & Co., Chgo., Ill. 35
Groetchen Tool & Mfg. Co., Chgo., Ill 33

H

Howard, Eddy 15

K

Ideal Novelty Co., St. Louis, Mo. 33
King Pin Equip. Co., Kalamazoo, Mich. 38
King Record Co., Cincinnati, O. 21

L

Luber, M., New York 41

M

Metrotone Record Co., New York 18
Modern Records Co., Hollywood, Calif. 17
Marvel Mfg. Co., Chgo., Ill. 39
Morcoin, Ltd., Manila, P. I. 39

P

Palisades Specialty Co., Cliffside Park, N. J. 41
Permo, Inc., Chgo., Ill. 18
Phonofilm, Hollywood, Calif. 41
Ponser, Geo., Co., Chgo., Ill. 41
Pace Mfg. Co., Chgo., Ill 32
Pearl Record Co., Covington, Ky. 17

R

Ravens, The 16
Robbins Music Co., New York 20
Rosen, David Co., Philadelphia, Pa. 38

S

Scotte Crosse Co., Philadelphia, Pa..... 40
Specialty Record Co., Los Angeles, Calif. 19
Scientific Mach. Co., New York 40
Super Disc Record Co., New York 16

T

Tobias & Lewis Music Co., New York 20

U

United Mfg. Co., Chgo., Ill. ....Inside Back Cover

V

Vinson, Eddie 20

W

Williams Mfg. Co., Chgo., Ill. 38

United Manufacturing Co.'s New Plant Ready About June 1st.

LYN DURANT

CHICAGO—Lyn Durant, president of United Manufacturing Company, this city, reports that he expects the firm's new building to be ready for occupancy about the first of June.

The building has been under construction for some time now, and when it is completed, will be one of the show places of the industry. Occupying practically the entire blocks of California and Roscoe, the building will house both the factory and general offices. During the hot Chicago weather, United will probably be the most popular spot in town, as one of the most modern of air conditioning units is being installed.

We understand that the showrooms and private offices will be strictly "out of the world" as far as decorations and fixtures are concerned.

"Not only will these new facilities make it more comfortable for our office and factory staffs, but it will enable us to turn out better games faster" stated Durant. When we are ready to open, and this should be around the beginning of June, we'll notify the trade, and naturally celebrate it in the proper fashion.

Meanwhile, United Manufacturing Company keeps turning out hit pin games, the current game being their new "Manhattan."

Genco's "Triple Action" Keeps M. Gensberg Busy

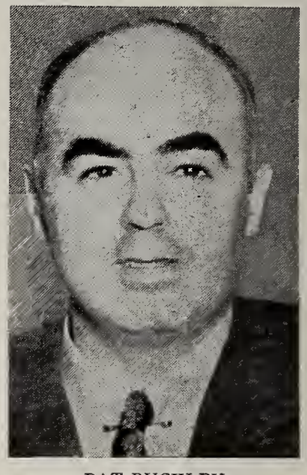
CHICAGO—With Dave and Lou Gensberg visiting in California, Meyer Gensberg of Genco, Inc., is left all alone at the plant to take care of the heavy demand for their new five ball "Triple Action."

Distributors are pushing Genco for additional fast deliveries as they claim the players are "getting triple action play" and the operators are getting "triple action results in the cash box."

" 'Triple Action' is one of the greatest games we've ever produced" stated Meyer, "and evidently the operators are enjoying great play. Distributors from all over the country have been phoning us to make more and faster deliveries. We've stepped up our production considerably, but it appears as if the more games we ship, the more the demand grows."

"Triple Action" embodies all the fast playing features of the pin game, including flipper action, advancing bonus scores, special bonus features, and a triple bonus feature.

Buckley Makes Special Offer On 1948 Criss Cross Belle



PAT BUCKLEY

CHICAGO—Pat Buckley, Buckley Manufacturing Company, this city, announced a special offer to established operators on the 1948 Buckley Extra Award Criss Cross Belle.

"We will allow established operators a thirty day free trial without any payment," stated Buckley. "We are making this offer to prove to bell operators that our Criss Cross Belle will give better mechanical performance and will make more money than any other Bell machine."

$5.00

WILL BRING YOU A FULL YEAR'S SUBSCRIPTION

(52 ISSUES)

TO

THE CASH BOX

THE CASH BOX COIN MACHINE MART

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WANT

WANT – To Purchase for export shipments – Model 1015 Wurlitzer, 1946 AMI's 146 and 147 Seeburgs. State quantity and your lowest price in first letter. BADGER SALES CO., INC., 2251 W. PICO BLVD., LOS ANGELES 6, CALIF.

WANT – Mutoscope Fan Front and Red Top Diggers; Keeney Three Way Bonus Super Bells; Bally Special Entrys; Bally Entry; Draw Bells, etc.; Packard Boxes; 1015 Wurlitzers; Seeburgs. WESTERN DISTRIBUTORS, 3126 ELLIOTT AVE., SEATTLE 1, WASH. Tel: Garfield 3585.

WANT – The used records from your boxes. We buy steadily all year around. Top prices paid. Sell to Chicago's Largest Distributor of Used Records. We pay freight. Write, Call or ship to: USED RECORD EXCHANGE, 4142 W. ARMITAGE AVE., CHICAGO 39, ILL. Tel: DIckens 7060

WANT – New & used Wall Boxes, Adaptors & Speakers; Twin 16 Adaptors for Rock-Ola; Mills, Jennings F.P. Mint Vendors; Solotone, Personal Music Boxes, Amplifiers, etc. Any 25 cycle equipment. ST. THOMAS COIN SALES LTD., ST. THOMAS, ONT., CAN.

WANT – DuGrenier "S' Model Cigarette Machines. L & H VENDING, 4807 FOSTER AVE., BROOKLYN. N.Y.

WANT – Bally Draw Bells; Triple Bells; Keeney Super Bonus Bells for cash or will trade new pin games, new or used Roll Down games, Mills 3 or 4 Bells, Late Heads. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th AVE. SO., MINNEAPOLIS 15, MINN.

WANT – Watling, Pace, Rock-Ola and Mills Scales. Highest prices paid for established scale routes. Write full details. FOX SCALE CO., 247 BELDEN PL., HAMMOND, IND. Tel: MU 1064-J

WANT - Used Juke Box Records. Unlimited quantities. Top prices paid. We pick up within a radius of 150 miles. Write or wire. HARMEL MUSIC CO., 2809 OCEAN AVE., BROOKLYN 29, N. Y.

WANT - Used juke box records. Highest prices paid. Unlimited quantities. We purchase all year 'round. Compare our prices before selling your records. We pay freight. Call, Wire, Write FIDELITY DIST., 1547 CROSBY AVE., BRONX 61, N. Y. Tel.: UNderhill 3-5761

WANT - New late pin games, close-out bargains. Keeney Bonus Super Bells; Bally Triple Bells. Will pay $75. for Seeburg Vogues and Classics; $50. for 71 and 81 Wur. w stands. Also want Slots, any make or model. Quote us prices, quantity and condition in first letter. NOBRO NOVELTY Co., 369 ELLIS ST., SAN FRANCISCO 2, CALIF.

WANT – Keeney Bonus Super Bells 2-way 5¢ & 25¢; Reg. & DeLuxe Draw Bells; Bally Eurekas; Bally Triple Bells; Mutoscope Fan Front & Red Top Diggers; '46 & '47 Rock-Ola, Wurlitzer & Seeburg phonos.; late new or used United & Gottlieb games. Quote best prices, quantity & condition in first letter. M. A. POLLARD CO., 725 LARKIN ST., SAN FRANCISCO, CALIF. Tel.: ORdway 3-3069

WANT - Will buy any quantity used Slot Machines, all makes & models. Columbias, Gooseneck Mills Q.T.'s, Vest Pockets. Quote lowest prices in 1st letter. Machines must be in first class condition. AUTOMATIC GAMES CO., 2858 W. PICO BLVD., LOS ANGELES 6, CAL.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – We have them in stock. Contact us for your Hirsh Red Balls for state of Florida. Best money maker out today. Trouble free. Immediate delivery. Make us cash offer on any new or used pin tables you need. MURRELL AMUSEMENT CO., 1058 S. FLORIDA AVE., LAKELAND, FLA.

FOR SALE – Mills 1947 "Three Bell", like new $425.; Set 5¢-10¢-25¢ Club Bells, new cabinets, guaranteed equipment $575.; 5¢ & 10¢ Orig. Mills Bonus Bells, rebuilt - Silver Hammerloid (write); 25 Slot Machine Packing Boxes $45.; 25 Pin Game Boxes, wire bound $50.; Mills Slot Locks $16. doz.; new Cash Boxes $10. doz. Bargain list Free. COLEMAN NOVELTY CO., 1025 FIFTH AVE., ROCKFORD, ILL. Tel: 4-6152

FOR SALE – What have you to trade us for the following: 1 Photomatic, like new, latest model; 2 Packard Basement Units; 1 Tally Roll; several Bank Ball Super Rolls & Premier Ten Grand Bowling Alleys. SILENT SALES CO., 208 11th AVE. S., MINNEAPOLIS, MINN. Tel: Geneva 3645

FOR SALE – Auction. Make us an offer on the following Consoles: 17 - 5¢ Lucky Lucres; 6 Galloping Dominoes J.P.; 6 – 5 -10¢ Pace Twin Reels; 2 Evans Lucky Stars; 11 – 10¢ Big Games; 3 – 5¢-5¢ Pace Twin Reels; 2 - 10¢ Pace Reels Jr.; 16 – 5¢ Big Games. HY-G MUSIC CO., 1415 WASHINGTON AVE. SO., MINNEAPOLIS 4, MINN. Tel: At. 8587.

FOR SALE – Operators! We have a large number of Pay Off Consoles – various makes - from $20. up; all in good working condition. Also Slots, Pin Balls and Music. We will not be undersold. Tell us what you need and be sure to get our prices on guaranteed equipment. VIRGINIA NOVELTY CO., 400 WATER ST., PORTSMOUTH, VA. Tel: Portsmouth 1025

FOR SALE – Five Balls: Play Boy $90. ea.; Kilroys, Baffle Cards $75. ea.; Surf Queens, Big Hits, Big League $25. ea.; South Seas, Streamliners $20. ea.; Sky Blazers $15. ea. All in top shape. C & M SPECIALTY CO., 832 CAMP ST., NEW ORLEANS 13, LA. Tel: MAgnolia 5588

FOR SALE – New 5-Ball Pin Games: Lady Robin Hood; Humpty-Dumpty; Triple Threat; Cover Girl; Melody; Bonanza; Sea Isle; Nudgy; Star-Lite; Dolly; Singapore; Bermuda; Broncho; Hi-Ride; Treasure Chest; Tropicana; Heavy Hitter and the Vendco Coin Changer. You can't beat our prices and service. HIRSH COIN MACHINE CORP., 1309 NEW JERSEY AVE., WASHINGTON, D. C. Tel: HObart 3170

FOR SALE – 2 Skyfighters $65. ea.; 1 Bally Defender $50.; 1 Bally Rapid Fire $50.; 2 Air Raiders $49.50 ea.; 1 Victory Pool $49.50; 1 Red Ball $49.50; 2 Anti-Aircraft, Br. $25. ea.; MARCUS KLEIN, 577 TENTH AVE., NEW YORK, N. Y.

FOR SALE – Mills slots and stands. I also buy same. Send me your list. MILTON BRAUN, RT. 3, BOX 428, SAVANNAH, GA. (Tel: 3-5432)

FOR SALE – Mills greatest proven money makers – original Black Cherry Bells, Golden Falls, Vest Pocket Bells, all like new. Lowest prices, quality considered. Mills Three Bells, repainted original factory colors $275.; late head Mills Four Bells $200. Save with safety. Trade and buy with authorized Mills and Keeney Distributors. Established 1905. SILENT SALES CO., SILENT SALES BLDG., 200 – 11th AVE. SO., MINNEAPOLIS 15, MINN.

FOR SALE – Mills Four Bells, perfect $50.; 1 Barrel Roll Skeeball $50.; Jennings Cigarolla $30.; Undersea Raider $50.; Loudspeaker $5.; Seeburg Envoy $200.; Mills Empress $200.; Watling 10¢ Rol-A-Top $50. BELMONT VENDING CO., 703 MAIN ST., BRIDGEPORT, OHIO. Tel: 750

FOR SALE – Brand new Columbus 1¢-5¢ Peanut Vendors; 1¢ Ball Gum Vendors in Stock. Brand new Daval 5¢ Free Play Cigarette or Fruit Reels. Write: H. M. BRANSON DISTRIBUTING CO., 516 SO. 2nd ST., LOUISVILLE 2, KY. Tel: Wabash 1501.

FOR SALE – This Week's Specials! Suspense $69.50; Surf Queens $39.50; Step Up $65.; Double Barrel $44.50; Big League $49.50; Undersea Raider $75. An exceptional buy on slightly used AMI Phonographs. Write or Call. HANNA DISTRIBUTING CO., 169 CAMPBELL AVE., UTICA 4, N. Y. Tel: 6-386

FOR SALE – 10 Keeney Three Way Bonus Super Bells, like new, guaranteed perfect mechanically and outward appearance $800. ea. Terms: 1/3 Deposit, balance C.O.D. ADVANCE AUTOMATIC SALES CO., 1350 HOWARD ST., SAN FRANCISCO 3, CALIF.

FOR SALE – All kinds of used machines in perfect condition. Write us for lowest prices. BRILLIANT MUSIC CO., 4606 CASS AVE., DETROIT 1, MICH. Tel: TEmple 1-7455.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE – Pilot Trainer, used only four months. Cannot be told from new. I am closing my arcade. $500. f.o.b. Los Angeles. Add $25. for crating. Send or wire 10% deposit. WM. NATHANSON, 2738-1/2 CINCINNATI ST., LOS ANGELES 53, CALIF.

FOR SALE – DuGrenier W $75., WD $85., completely overhauled, equipped with double dime mechanism, choice of new beautiful two-toned blue and grey or maroon and grey. Terms: 1/3 down, balance C.O.D. SILENT SALES CO., SILENT SALES BLDG., 200 - 11th ST., MINNEAPOLIS 11, MINN.

FOR SALE – 10 - 616 Wurl. $75. ea.; 2 - 600R Wurl. $150. ea.; 1 - 1940 Rock-Ola C.M. $90.; 3 Seeburg Mayfairs $150. ea.; 2 Seeburg Regals $175. ea. All above machines in excellent condition. X-CEL NOVELTY CO., 1929 W. TIOGA ST., PHILA. 40, PA. Tel: RA. 5-8705

FOR SALE – Williams' All Stars, last model, brand new in original crate, $395.; Strikes 'N Spares, new unit, excellent condition $495.; 7 Ft. Premier Ten Grand, used but like new, $225. KING-PIN EQUIPMENT COMPANY, 826 MILLS STREET, KALAMAZOO, MICHIGAN.

FOR SALE – William's All Stars $275.; Ballyhoo's $100.; Surf Queens $35.; Big Leagues $35.; Phonos: Seeburg Crown, Plaza, Gem $125. ea. ANTHONY HIRT, 2303 NO. 11th ST., SHEBOYGAN, WIS.

FOR SALE – 25 Model 80 Kirk Astrology Scales $169.50 ea. THE VENDING MACHINE CO., 205-215 FRANKLIN ST., FAYETTEVILLE, N. C. Tel: 3171.

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FOR SALE – 5 Ball Pin Games. All thoroughly reconditioned, cleaned, rails refinished, packed in good cartons. At $25.: Sporty, Blondie, Big Town, Formation, Big Chief, Crossline. At $30.: Four Roses, Band Wagon, Twin Six, Ten Spot, ABC Bowler, Flat Top, Chubby, Wild Fire. At $35.: Towers, Show Boat, All American, Sky Ray, Spot Pool, Gun Club, Dixie, Clover, Hi Hat, Champ, School Days, Laura, Legionnaire, Venus, Seven Up. At $45.: Arizona, Surf Queen, Midget Racer, Big League. At $75. Superscore. One Balls F.P.: Sport Special $45.; Dark Horse $60.; Blue Grass $65. Immediate shipment. 1/3 deposit, bal. C.O.D. W. F. KEENEY MFG. CO., 7729 CONSTANCE AVE., CHICAGO, ILL.

FOR SALE - Tubes, 60% off list, standard brands. Specify 1st and 2nd choice of brands. All tubes boxed. Extra special: RCA-6C4 45¢ (Mention The Cash Box) Send for our latest tube list. ENGLISH SALES CO., 600 N. ABERDEEN ST., CHICAGO, ILL.

FOR SALE - Pin games, $10. ea. LEHIGH SPECIALTY CO., 1407 W. MONTGOMERY AVE., PHILA. 21, PA. Tel.: POP 3299

FOR SALE - Bonus Super Bell 5-25¢ $445.; Bonus Super Bell 5¢ $295.; Rock-Ola Commando $195.; Rock-Ola 1422 $450.; Rock-Ola 1424 $350.; Rock-Ola Playmaster $225.; Rock-Ola Cellar Job $135.; Seeburg Vogue $185.; Seeburg 8200 RC $325.; Wurlitzer 600 $210.; Wurlitzer 616 $135.; Assorted Pin Games - make offer on whatever you want - we have all kinds. O'BRIEN MUSIC CO., 348 THAMES ST., NEWPORT, R. I. Tel.: Newport 577

FOR SALE - ABT Rifle Range complete, includes 14 complete guns, approx. $200 parts, 50,000 shot, 10,000 cartridges, electric leader. What am I offered? CAPITOL SOUNDIES, 1200 K STREET, SACRAMENTO, CALIF.

FOR SALE - 4 Panorams, like new. Splicer, film, $200. ea. F.O.B. Lewistown. 1/3 deposit with order. LEWISTOWN DIST. MART, INC., 27 VALLEY ST., LEWISTOWN, PA. Tel.: 2584

FOR SALE - or trade for late pin games. 7 clean Bang-A-Fittys, all in good order. B & H AMUSEMENT CO., 201 TAYLOR AVE., N. W., WASHINGTON, D. C.

FOR SALE - Strikes N' Spares, used 2 months, perfect condition $190. ea.; 10 1¢ Bat-A-Balls, used 2 months, perfect condition $8. ea., no crating, come and get them. DUFF'S RECORD SHOP, 24 E. PICCADILLY ST., WINCHESTER, Va. Tel.: 3267

FOR SALE - 1 Exhibit Rotary Merchandiser, very clean $195.; 1 Evans Lucky Lucre $75.; 1 Jennings Challenger 5/10¢ play A-1 $375.; 1 71 Wurlitzer $95. AUTOMATIC AMUSEMENT CO., 1000 PENNSYLVANIA ST., EVANSVILLE 10, IND. Tel.: 3-4508

FOR SALE - 2 Wurlitzer 1015, less than 20,000 plays, $575. ea.; 6 A.B.T. Challengers $25. ea.; 1 Bally Triple Bell 25-25-5 play $675.; 1 Keeney Bonus Super Bell 25-5 $625.; 2 '41 Dominos $75. ea.; 3 Bally Big Top c.p. $65. ea.; 14 Personal Music Boxes $10. ea. HUTZLER VENDING CO., 900 WINCHESTER AVE., MARTINSBURGH, W. VA.

THE CASH BOX COIN MACHINE MART

CLASSIFIED ADVERTISING SECTION

FOR SALE

FOR SALE - 10 Advance Rolls like new $200. delivered, or $175. F.O.B. South Milwaukee; 6 Super Rolls $150. F.O.B.; 1 Total Roll $100. F.O.B. South Milwaukee. G & W NOVELTY CO., 2105 - 10th AVE., SOUTH MILWAUKEE, WIS. Tel.: South Milwaukee 622

FOR SALE - 9 Super Skeeroll Alleys 9 ft. GEORGE, 1447-57 ST., BKLYN, N. Y. Tel.: GE 5-6183

FOR SALE - Record Time, Blue Grass $25. ea.; Pimlico, 41 Derby, Club Trophy $50. ea.; Big Hit, Midget Races $35. ea.; Show Girl, Superliner, Super Score $70. ea.; Honey $90., Torchy $135. Many other Super Bargains. 1/3 dep. F.O.B. St. Louis. REEL DISTRIBUTING CO., 4977 LOTUS AVE., ST. LOUIS 13, MO. Tel.: ROsedale 2002

FOR SALE - Write for list of special prices on new machines of all kinds. Also list of used post-war games at special prices. It will pay you to call Market 7-6391 or Market 7-4641. K. C. NOVELTY CO., 419 MARKET ST., PHILA. 6, PA.

FOR SALE - 100 new or used Solotone, 5 adapter amplifiers. Make offer. COMMERCIAL MUSIC, 304 SOUTH, WATERLOO, IOWA. Tel.: 3-1195

MISCELLANEOUS

NOTICE – Music Operators. Motors rewound $5.50; Wurlitzer counter model trays refinished and rebushed $6.50. BILL'S PHONO MOTOR REPAIR, 5947 EMERALD AVE., CHICAGO 21, ILL. Tel: ENglewood 8192

FOR RENT – Roll Downs – to established operators: Advance Rolls $40. per month; Esso Arrows $40. per month; Total Rolls $18. per month; Lite Leagues $16 per month. Total rental may be applied against purchase price. When writing send in three references. NATIONAL NOVELTY CO., 183 E. MERRICK RD., MERRICK, N. Y.

MUSIC OPERATORS – Our service is over six years old. If you have not yet used this service, you are losing a great deal on your operating costs. What Service??? Re-Sharpening your used phonograph needles. It is Dependable and Guaranteed in every way. Do not delay; send a card and we will send complete details and free shipping containers. RE-SHARP NEEDLE SERVICE, BOX 770, FORT DODGE, IOWA.

Engineer will design, develop and experiment on old or new coin operated machines. Electro-mechanical, electronic. Fee plus royalty. O. "WALLY" ARIAGNO, 458 W. 47th ST., NEW YORK 19, N. Y. Tel.: CO 5-9448.

PARTS AND SUPPLIES

FOR SALE – We are now closing out our stock of Black Cherry and Golden Falls Case and Casting Assemblies for $30. ea. Assembly includes Castings, Wood Case, Club Handle, Drill Proofing, Award Cards, Jack Pot Glass, etc. WOLFE MUSIC CO., 1201 W. MAIN ST., OTTAWA, ILL. Tel: 1302

FOR SALE – Parts and supplies for all types coin operated machines. Send for Free illustrated wall chart. Lists over 1200 different items from A to Z. If you operate coin machines you should be on our mailing list. BLOCK MARBLE CO., 1425 N. BROAD ST., PHILA. 22, PENNA.

FOR SALE – Wholesale Radios-Parts, etc.; Pilot lites Special! No. 47 $40. per 1000; No. 51 or 55 – 10 for 48¢, 100 for $4.40, 300 $.042 ea.; Nos. 40, 46, 44, 47 – 10 for 58¢, 100 for $5.30, 300 $.05 ea.; Tube cartons for GT tubes (1-3/4" x 1-3/4" x 3-1/2") Bundles of Fifty 50¢; Radio Tubes: 1LC6-98¢ ea. (6SK7GT 35¢ ea. Center pins broken but tubes good). BELMONT RADIO SUPPLY, 1921 BELMONT AVE., CHICAGO 13, ILL.

FOR SALE – Pin Game Cartons. Heads Separate, leg wrappers and proper fillings. Best pin game cartons made, 310 lb. test cardboard, $3. ea. on order of 10, $2.85 ea. on order of 25, $2.75 ea. on orders of 100. Let us know your needs. We also carry a complete list of Bally & Evans games & parts. PALISADE SPECIALTIES CO., 498 ANDERSON AVE., CLIFFSIDE PARK, N. J. Tel: Cliffside 6-2892.

THRU THE COIN CHUTE

CHICAGO CHATTER

Billy DeSelm and Herb Oettinger of United Mfg. Co. come down to their offices on Saturdays now, too . . . seems that the boys have plenty of paper work these days . . . which is one thing they can't do during the week with so many visitors calling around the factory. . . . "Dapper" Tommy Callaghan over at Bally advises that from now on he won't need to buy himself a box and make any speeches at State and Madison . . . got a new tie which flashes a warning signal to one and all who call to see him. . . . Al Sleight, Bally's west coast regional director, also in town this past week and practising daily on the Bally Bowler game just to get in shape for a return match with Bill Gersh. . . . Al still claims that he was taken over by a "ringer". . . . Harry Williams gone to the West Coast again so Sam Stern, vice-prexy of the Williams Mfg. Co., takes over the administrative duties. . . . Sam's wife was in town this past weekend and both drove about seeking a house or an apartment. . . . Sam reports that Ellie (Mrs. Stern) likes our town and that they both intend settling down here soon . . . in the meantime Bernie Weinberger has taken over the work at Scott-Crosse Co. in Philly with Morris Gross in charge.

With Mr. and Mrs. Dave Gottlieb sunning themselves down in Miami . . . they're stopping at the Martinique . . along with son Alvin Gottlieb and Alvin's wife. . . . Nate Gottlieb has taken over all duties here and reports that for the first time in weeks he's had a chance to clear away the mail and much other important work on his desk . . not too many visitors in town these days and so the execs in this city are getting a chance to catch up with all the work which accumulated . . . for many—since the convention. . . . Georgie Jenkins over at Bally compliments us on the editorial which appeared in our Feb. 14 issue and claims that what the field needs is more promotion to the public to get the people to again feel the fun of playing games, of relaxing for a few minutes of escaping from general humdrum duties . . . more fun and more play . . . will help boom business for ops. . . . Art Weinand over at Rock-Ola is a very busy boy these days . . . says Art, "Aside from a cold, galloping pneumonia and a few other little things, I guess I'm feeling fine" . . . and then immediately dashed off into another conference . . . just can't hold this guy down.

James T. (Jim) Mangan around the Bismarck Hotel meeting with friends and Jim reported to have one grand idea which he is getting under way very soon . . . you can depend on Jim to come up with something to help the boys see greater profits and better times ahead. . . . Paul Fuller, designer of the Wurlitzer phonos, also in town this past week. . . . Paul advises that things are getting better each and every minute of every day . . . always smiling, always optimistic . . . that's Paul. . . . Eliot Berkwit, MAC, flies to New York this past week to talk things over and then flies right back again. . . . Eliot makes these flights with the same nonchalance the average guy uses to drive home from work at night. . . . Herman Paster expected in town this past week, but no one got around to say "hello" to him. . . . We hear from Bill Suter of Morcoin, Manila, P.I. that things are going great guns for him and that he expects to have one of the best years he's ever had.

Plenty of important announcements from Lindy Force and John Haddock of AMI this past week . . . number one—that the Jack R. Moore organization will be AMI distribs for the entire northwest area they cover . . . ranging from northern California thru Washington state . . . and we also hear that Bill Schetter, who used to be with Don Clark in Los Angeles has been named president and general manager of Jack R. Moore Co. . . . Also hear that R. E. Padfield of Musical Sales Co., St. Louis, has opened offices in Kansas City and in Omaha and will handle AMI for Kansas, western Missouri, Nebraska and western Iowa . . . also that Wm. Cuker is the new distrib in St. Louis for AMI and has taken over the trade name of Murphy Distrib. Co., Inc. with Frank Murphy remaining as general salesmanager . . . yes, sir, plenty of doings over at AMI this week.

Expected Rudy Greenbaum of Aireon to pop into town this past week . . . but report is to the effect that he's so busy at the factory trying to meet delivery schedules that he simply couldn't get away. . . . Seems like Lyn Durant is down in Arizona enjoying the sunny, warm climate. . . . Sam Wolberg of Chicago Coin busier than ever since the firm announced their new game, "Catalina" . . . seems like Chicoin has one of the big hits of their career in this grand game. . . . Georgie Ponser reported to be busier than ever with some really terrific orders which piled in on him for Pro Score this past week . . . and that came right on top of the swell business he personally did on his last sales trip . . . so Georgie's working at top speed these days. . . . Myer Gensburg also one of the busy manufacturers in our town . . . what with "Triple Action" getting triple repeat business from all who buy it . . . Myer has his hands full trying to satisfy the demand of the firm's distribs for more and more and still more.

O. D. Jennings & Co. announcement of their "Tic-Tac-Toe" jackpot bell has stirred plenty of good interest . . . many a Jennings distrib phoning in to get as speedy delivery as possible and more ops than ever before investigating this grand bell. . . . Lots of coinmen here thrilled to hear Ray Moloney interviewed over the air (WENR, 10:30 P.M.) last Monday by Bob Elson on his nationally known program, "On The Century" . . . Can't catch up with Pat Buckley these days . . . seems like Pat's busier than ever with his new bell, new console and some more new surprises he's getting ready for the trade . . . also hear that Pat's been traveling between here, south and west for weeks now with plenty of orders in his pocket on each trip. . . . 6 for 25c play catching on stronger than ever we hear from Charley Schlicht with lots of music ops swinging into this bargain idea for the public . . . and the public likes bargains these days . . . at the same time pushing more quarters into the phonos . . . which is doubly good for all concerned. . . . Lots of compliments to Grant Shay on the very neat job he did with his first issue of Spinning Reels.

Expect some important announcements from CMI soon regarding public relations and other matters. . . . Wurlitzer Simplex men held a meeting at the Bismarck this past week . . . ABT Mfg. Corp. still busier than ever with Challengers and selling them far and wide. . . . And Rex Shryver reports that orders are still flooding the factory for their great Bat-A-Score baseball game which won so much comment at the past convention where it was shown to the trade for the first time. . . . Dick Hood of H. C. Evans & Co. still down Floridaway taking things easy. . . .Haven't seen Fred Mann around town this past week . . . and from what we hear Fred's plenty busy these days with the Aireon 400 Coronet clicking terrifically in all his territory. . . . Lou Koren also reports swell biz on the Coronet with many ops already reordering.

Not too many out of town visitors around these days . . . seems like the boys are keeping their noses closer to the grindstone than ever before . . . and that means more business sooner. . . . They tell us to expect a surprise from Howard (Curley) Pretzel any day now . . . haven't seen him around to verify the report. . . . Eddie Hansen of Groetchen Tool all smiles these days as those orders continue to flood in for the firm's grand little "Camera Chief" . . . and what's most interesting those pennies are popping into this machine everywhere it has been placed. . . . Eddie has received some swell reports from the boys about the country to this effect. . . . Bert Davidson reported to be a very busy boy these days with production being stepped up daily on the new Filben phono.

Max Glass said to be doing a great job with plastic toys . . . Dan Gould never did mail that parts sheet asked from him at the convention. . . . Milt Salstone has been busy these past weeks we're told . . . and that's the reason the boys haven't seen Milt around the Bismarck and other spots where he usually can be found. . . . Jean Bates over at Pace Mfg. Co. being kept plenty busy these days we hear doing one and a million things. . . . Lee S. Jones working harder than ever to fill orders for the firm's new game. . . . Lots of wonder 'round our town about that big headline story in the Daily News concerning Sen. Homer E. Capehart and mentioning many names not in any fashion connected with the juke box industry.

THRU THE COIN CHUTE

EASTERN FLASHES

With the weather getting better all the time, and the wintery blasts and snows easing up, the games operators are getting more busy by the hour. Jobbers and distributors along coinrow in Manhattan, and along Coney Island Avenue in Brooklyn (the coinrow of the borough of the "Bums") are hustling more and more. It is quite noticeable that these organizations have increased both their mechanical staffs and their sales forces. A visitor with an eye to stenos, can also note some additional babes busy pounding those typewriters. The condition locally, with regard to the various types of equipment being operated remains the same, but more plunger type games are seen on the floors of the wholesalers—particularly the latest equipment. Naturally, these games are all stripped of free plays and registers. Rolldown games are going big, especially with operators refraining from placing plunger games in bars and grills at this time.

* * *

A noticeable increase in activity in music machines is also perceivable. Ops are visiting coinrow buying equipment—not in quantity lots it's admitted, but as new machines are needed to spot in a location. However, we're told that many music ops are buying, and that makes for nice volume sales. . . . J. R. "Pete" Pieters, King-Pin Equipment Company, Kalamazoo, Mich., in town with Mrs. Pieters, spends most of his time seeing the big hit shows, and then tries out the famous night spots. Altho this search for entertainment left him with very little time to call on the coin companies, Pete did visit with them briefly. We might mention that a terrific hit show "Mr. Roberts," which opened only last week, and for which it's practically impossible to beg, borrow or buy tickets, was one of the shows the Pieters saw. Must know someone!

* * *

Buddy Eisen and Bunny Schellin, partners in the jobbing firm of Buddy & Bunny Company, doing a big game business in a very quiet way. The firm is located on West 45th Street, right off Tenth Avenue . . . Which reminds us that Buddy's dad, Joe Eisen, is relaxing peacefully on the sands of Miami Beach, and claims he won't return to the big city until the weather gets a lot warmer . . . Another coniman resting in Miami Beach is Phil Mason of Dave Lowy & Company. However, Phil will return after spending three weeks there. He's only on a vacation, and Dave Lowy is casting his eye in that direction. He intends to fly down when Phil returns in about two more weeks . . . We ran into an interesting problem one of the games operators presented to a distributor. He runs quite a large route, and he would like to have a separate cash box. It seems he makes all the collections, but his mechanics make the repairs, and he wants to keep the money end for himself.

* * *

Hymie Rosenberg, H. Rosenberg Company, was awakened one morning this week at about 3 A.M. to answer a telephone call, and found himself talking to Sam Yaras and Clarence Camp, who were calling from Memphis, Tenn. Sam and Clarence were up late, and found no reason why Hymie should be sleeping peaceably. . . . Ben Becker, Ben Becker Sales Company, Bally regional sales representative, has a touch of the flu, and moans he would like to be home in bed. However, two matters sent him down to the office. One was the continuous demand for Bally's "Melody" and the other was that his apartment was being painted, and he would have to inhale the paint odors al lday. Ben figured he was better off working. . . . Steve Quinn, formerly sales manager for Al Schlesinger's Cole Industries, now connected with Harry Schneider at the 10th Avenue offices of Seaboard Corporation in a sales capacity. Harry tells us that Genco's "Triple Action" is keeping them going at triple speed.

* * *

The Tenth Avenue offices of Seacoast Distributors is being abandoned this week, but Harry Pearl and Dave Stern tell us that a half dozen salesmen will personally cover the music operators in the metropolitan area . . . Abe Green, Runyon Sales Company, comes into the New York offices for a day's visit, and his bright smiling face is a welcome sight. Barney (Shugy) Sugerman, who spends considerable time in New York these days with Jack Mitnick, reports that the sale of AMI's phono has picked up considerably these past two weeks. Shugy, himself is one busy guy, as in addition to AMI, he's distributing Keeney's and Marvel's games, and jobbing those of other manufacturers . . . Harry Rosen, Atlantic-Seaboard New York Corporation, is expected in New York this coming week. Harry will be with us only a short time, then heads back for Miami until the weather warms up. Meanwhile, Bert Lane and Meyer Parkoff, getting ready to visit the Seeburg plant for the factory meeting.

* * *

Willie Levey and Jack Semel, Supreme Automatics, Inc., Brooklyn, N. Y., newly appointed distributors for Williams Manufacturing Company in the Metropolitan Area, come into the office on Sunday, they tell us, only because they can straighten out a great many details that accumulate during the week. All week long, they state, they're so busy taking care of the demand of jobbers and operators for the new Williams' "Stormy," it's impossible to handle other matters. We're really in sympathy with Willie and Jack. If this keeps up, they'll have to give up playing "Gin" . . . Another Coney Island Avenuer, Jack Ehrlich, Hart Distributing Co., reports great activity among Brooklyn games operators, and that his business keeps increasing every week . . . Al Schlesinger, Poughkeepsie, N. Y., taking it easy down in Miami Beach . . . Nat Cohn, Modern Music Sales Company, pressing the Aireon phono factory for more and more deliveries of the "Coronet 400." Nat and Tony (Rex) DiRenzo, sales manager, tell us that there is also a demand for the "Blonde Bomber."

THRU THE COIN CHUTE

CALIFORNIA CLIPPINGS

Coin Row this week showed definite signs of the old bounce despite a quiet Monday in tribute to George Washington. . . . Dropped in at Pacific Coast Distribs. to say hello to Len Micon and inquire about the welfare and whereabouts of brother Marshall. . . . Local distribs and ops expressed much interest in latter's return to Los Angeles from Chi. . . . Good natured rib ran along this line: "So he couldn't take their rough weather." . . . Len told us Genco's "Triple Action" is moving out as fast as it comes in. . . . Genco's rolldown "Bing-A-Roll" is also in strong demand with Los Angeles locations. . . . Ops should be interested to know that Pacific can now service them with a step-up unit for the first models of "Bing-A-Roll." . . . Lyn Brown of the firm bearing his name and handsome phiz on its sign is a happy boy with two new games due this week. . . . One is Scientific's "Pitch 'em and Bat 'em," a hit of the CMI show, and the other Training Devices' "Quizzer" question and answer machine, also displayed at the big show. . . . Lynn was just named local distributor for Exhibit's new 5-ball "Build Up," which will be out here soon. . . . General Music's "Bud" Parr back from short one to San Francisco. . . . Who owes who from his clay pigeon shoot with Gus Fox? . . .

Bill Wolf of M. S. Wolf (one and the same) is still on the road. . . . Hopped from San Francisco to Portland. . . . Nels Nelson keeping home fires blazing by helping music ops sweat out delivery any day now on the new 40 selector AMI box. . . . Speaking of selector boxes, F. E. Wilson of Solotone also itching to name delivery date on their new 15 channel selector. . . . The tryout at Allen's Grill, 8th and Broadway, is reported to have set a new high mark for remote play. . . . The combo of 10 records, four radio stations and one straight music sounds like a wide choice for a nickel. . . . Chatted with Jack Gutshall on whys and wherefores of coin biz while admiring the new Packard Pla-Mor. . . . At Mills Sales Charlie Fulcher and freezer man Ed. Hagist were giving one of Charlie's wards a whirl. . . . Ed reports things aren't at all cool in his business. . . . Lots of ops are going into the freezer service game on the side, says he. . . . Bob Grant came down from Seattle and Bob Maddern from Oakland this week for an informal get together of Mills men. . . . Ran into Lee Alderman of the Alderman Music Co. at Sicking Distribs. . . . Lee says things are on the up in Upland, his stamping grounds. . . . The ski crowd en route to Big Bear stop off to get warm on the machines. . . . Jack Ryan of Sicking all set for the Thursday show of Aireon's new 400 Coronet. . . . Aireon chief Rudy Greenbaum will be in town for unveiling. . . . Tried our skill on Sicking's new Lynco "Hits 'n Runs" rolldown. . . . Found it good game with high score appeal for baseball fans. . . . Ran up seven runs and thought we were doing good till Jack Simon told us some guy had just scored seventeen before us. . . .

Automatic Games their usual beehive of activity. . . . Sammie Donin says things going at a good pace (subtle plug for the game of the same name) and the firm anticipates enlarging in the near future. . . . Plenty of good used stock available here at budget terms. . . . Genial George Warner of Automatic credits our knockdown to their new secy. a few weeks back in this column with boosting biz. . . . Boys came in to get a look at Lynn Tobias and wound up with some new equipment. . . . Stopped in at the AOLAC offices and found both Curly Robinson and Dave Boran out making the rounds. . . . Aubrey Stemler, looking healthy and as happy as anybody looks in this business, was another party awaiting the new Aireon, for which he has been named factory rep. . . . Delivery date, he says, is March 1 and this week's show expected to crowd production. . . . Aubrey had a few pertinent things to say about the biz in general . . . like suggesting ops who claim game action not enough look into vending machines as a sideline. . . . Fact that he carries a full line of Kayem vendors and others may have influenced this remark but it makes sense to us. . . . Bill Williams was out when we stopped by Monday, either account of the holiday or arranging to get some more "Stormys" 5-balls from his son's factory in a hurry. . . . Bill was down to his last two when I saw him last week. . . .

Charlie Robinson, more formally known as C. A. Robinson, is another traveling man. . . . Now he's in Chicago and may detour further East before he gets back to home base. . . . Al Bettelman and a charming secy. named Jane took turns at kibitzing with us but somehow managed to work in a plug for their Vendit candy machine. . . . They said something about 150 of them moving out in the last two weeks. . . . Paul Laymon's new extension now in operation and a sweet thing it is for storage, loading and licking the parking problem that has haunted Coin Row at times. . . . Took on Bally's Hy-Roll for a few rounds and found it a hard one to get away from. . . . That basket shot makes it just about the most intriguing rolldown we've played yet. . . . Seen around the Row this week: L. G. Wagner and Charles Dewitt from San Bernardino. . . . Robert Boyd from San Diego. . . . S. J. Burris from Montebello. . . . Johnny Hawley from Inglewood. . . . W. E, Mason from Reseda. . . . Eddie Lee from San Luis Obispo. Bob Chacon from Laguna Beach. . . . M. H. Stearns from Marysville. . . . John Mallett from Claremont. . . . Al Bernstein from San Pedro. . . . Thomas Boddy from Lomita. . . . E. E. Peterson from San Gabriel.

On the Record: Those traveilng Biharis have shifted around again. . . . Jules, Modern's headman, now back in town from N. Y. and brother Joe has moved from New Orleans to the Big City for an indefinite stay . . . relieving Sol who will be a Beverly Hills resident for awhile. . . . Florette Bihari, the family's and firm's obliging publicity gal, tells us March 5 releases will include a new Willie Jackson number and a pair of sides by Gene Phillips . . . also a new western treat by Jimmy Dolan. . . . Plant expansion has been completed and the place no longer sounds like a boiler factory. . . . Modern will be making beautiful music soon on distrib tie-up with Savoy Records. . . . Jules dropped in with Herman Levinsky for smoosh session with Art Rupe of Specialty Records and suggested a friendly little game of gin . . . just to entertain the New York visitor. . . . Art says he took Roy Milton's waxed advice and "kept a dollar in his pocket." . . . The Rupe man reports there's a nice nibble from General Motors for exploitation tie-in on Jimmy Liggins' "Cadillac Boogie," already rocking the jukes after recent release.

Aladdin's Leo Mesner a busy man as brother Eddie rests up from his vacation to Acapulco. . . . Eddie brought back a nice tan and a line on some native talent. . . . Capitol's array of record stars all busy personal appearancing these days. . . . Peggy Lee, whose "Manana" spells coin on the jukes, is doing the same for Ciro's fancy nitery. . . . A comer for the music boxes is the "Dun Dot Song," Frankie Sinatra's Columbia platter of the Julian Kay novelty. . . . New label that bears watching by juke men is Reina, the property of music writer Harry Atwood and lyricist Lou Herscher. . . . The boys have a double threat in "Chilpancingo," a rhumba with boogie beat, and the reverse side of "There's a New Side to an Old Love Story." Record features Benny Carter, vocal by Emma Lou Welch, former Goodman thrush, and the Enchanters. . . . Supreme Records' Al Patrick announces his label will be sporting 18 sides of Jimmy Witherspoon soon. . . . "Cain River Blues" already out and pushing Central Avenue's toppers. . . . "Landlord Blues" on reverse makes good listening too.

THRU THE COIN CHUTE

MINNEAPOLIS

The Hy-G Music Company of 1415 Washington Avenue South, Minneapolis, is having tremendous success with the new Gottlieb *Lady Robin Hood*. Henry Greenstein says, "Sales of the *Lady Robin Hood* have far surpassed those of the *Humpty Dumpty* which were SENSATIONAL!" . . . Benny Friedman of the Silent Sales Company, Minneapolis, sporting a brand new 1948 Hudson which belongs to Mrs. Friedman. . . . Jim Hooker and Roy Foster of Sioux Falls, South Dakota drove into Minneapolis with Roy Foster's new 1948 Dodge, and spent a few days calling on several of the distributors in the Twin Cities.

We hear that Billy (Sphinx) Cohen of the Silent Sales Company is enjoying the Arizona sunshine. . . . Mr. and Mrs. Lyle Kesting of Bellingham, Minnesota spent a few days in St. Paul with their relatives. . . . Ray Kohner and his son Don, in Minneapolis just for the day on business. . . . Al Scheiner, Minneapolis operator, vacationing in California for three or four weeks. . . . Walter Fischer of Pipestone, Minnesota drove into Minneapolis last Friday, February 20th and spent the weekend just sort of relaxing.

August Streyle of Hazelton, North Dakota in Minneapolis for a few days after having stopped at Rochester, Minnesota, for a check-up at the Mayo Clinic. . . . Eddie La Page of International Falls, Minnesota, in town just for the day. His first visit in many months. . . . Stan Matayas of Moose Lake, Minnesota in town just for the day on business. . . . It is reported that John Porter has sold all of his Music Routes in Oklahoma and is now making his home at Sandstone, Minnesota, and will probably be in business before very long.

Ray Shaw, who bought the Benny Daniels Route in Minneapolis, several months ago, is now known as the State Amusement Company, 2842 1st Ave. South, Minneapolis, Minnesota. Ray is doing a terrific job since becoming the new owner. . . . Teddy Heil of Gaylord, Minnesota, back on the job again after being a pretty sick man for a month. . . . Charlie Potter of the Fairmont Novelty Company, Fairmont, Minnesota, is back in bed again—a pretty sick boy. . . . Mildred Birkemeyer of Litchfield, Minnesota, is getting along fine since her Gallstone operation, but is still taking it easy and letting the boys run the business.

Gil Hanson of St. Peter, Minnesota, in Minneapolis just for the day looking rather peaked, but feeling much better after being laid up for several weeks with a severe cold. . . . Bob Westrum of the Westrum Brothers Music Company, Bismarck, North Dakota drove into Minneapolis with his wife to spend several days just on a little vacation. . . . Art Hagness of Grand Forks, North Dakota drove into Minneapolis Monday, February 23rd and went through a terrible blizzard just out of Grand Forks, and was tickled to death to be in the Twin Cities where the weather is mild, at the present time.

NEW ORLEANS

Rex Coin Machine Company, a newly established dealer, opened offices on the Jefferson Highway, directly across the street from the Beverly Country Club. Rex will handle all lines of equipment and will specialize in repair, rebuilding and refinishing. . . . Ben Robinson is back from Chicago and reports that business could be better. . . . Jules A. Perez, New Orleans Coin Machine Exchange, mourning the loss of his mother, who died on February 19. Jules, one of the most popular coinmen here, wishes to thank all his friends for their letters and messages of condolence. . . . Bob Buckley, Console Distributing Company, and Henry Fox reported to be on the road together. This tidbit sounds exceedingly interesting.

Dan Cohen claims his new glamorous secretary, May Casino, is acting as a magnet, drawing in many of the ops. Once they're on the premises, Dan gets to work on them, and it usually results in a sale of equipment. . . . We hear that Dave Martin has some pretty big deals pending. . . . The Sports Center was the gathering place of some ten out-of-town and local operators, who were seen at the arcade all at one time. Looks like they all wanted to get a first gander at the newest pin games. . . . Could it be that they thought "Stormy" (the dancer) was to make an appearance along side of Williams' new pin game "Stormy". . . . By the way, "Stormy" the dancer was the subject of an entire column by the Scripps-Howard syndicated columnist, Robert Ruark. Ruark claims that the first time he gets into New Orleans, the first port of call will be the dance hall where "Stormy" is working. Altho many New Orleanians may not know "Stormy's" name, Ruark printed it in the column.

Louis Boasberg, New Orleans Novelty Company, states the past football season treated him very badly in-so-far as financial investments were concerned. However, that little thing don't bother the ever-smiling Louis much. Right now he's concentrating on renovating his building, the feature of which will be an air-conditioned system. . . . March 4 will see Bob Buckley add another candle to his birthday cake. . . . Jim Kell finally came out of the hospital, and is now recuperating in the sunshine at Miami. . . . Mr. Wicker is back from the coast where he caught up with a bit of the flu. He's still a little weak, but on the job. . . . William Derbins, a local artist, recently won a local award for painting some teen-agers playing a pin ball game. On the strength of this drawing, Derbins may win a scholarship to the Chicago School of Art, and we hear the games manufacturers in Chicago may pay his way. It's reported that Louis Boasberg started the scholarship ball rolling. . . . Mrs. Lupe Buckley takes a few days off and relaxes in the neighboring state of Texas.

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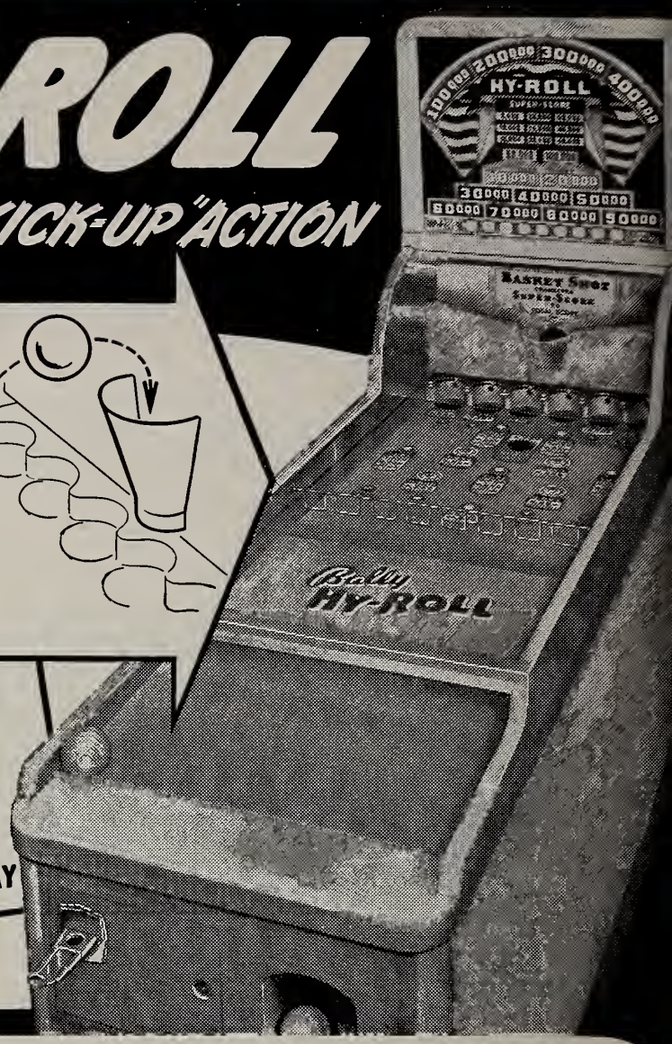

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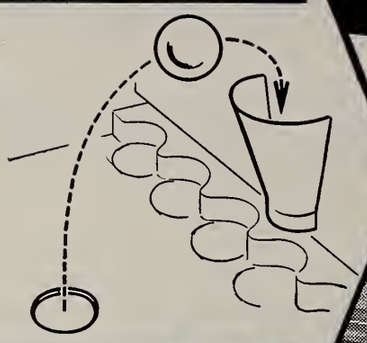

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